

KEEP COOL FREE AIR CONDITIONER IN THIS ISSUE*

CRACKED

SEPT.

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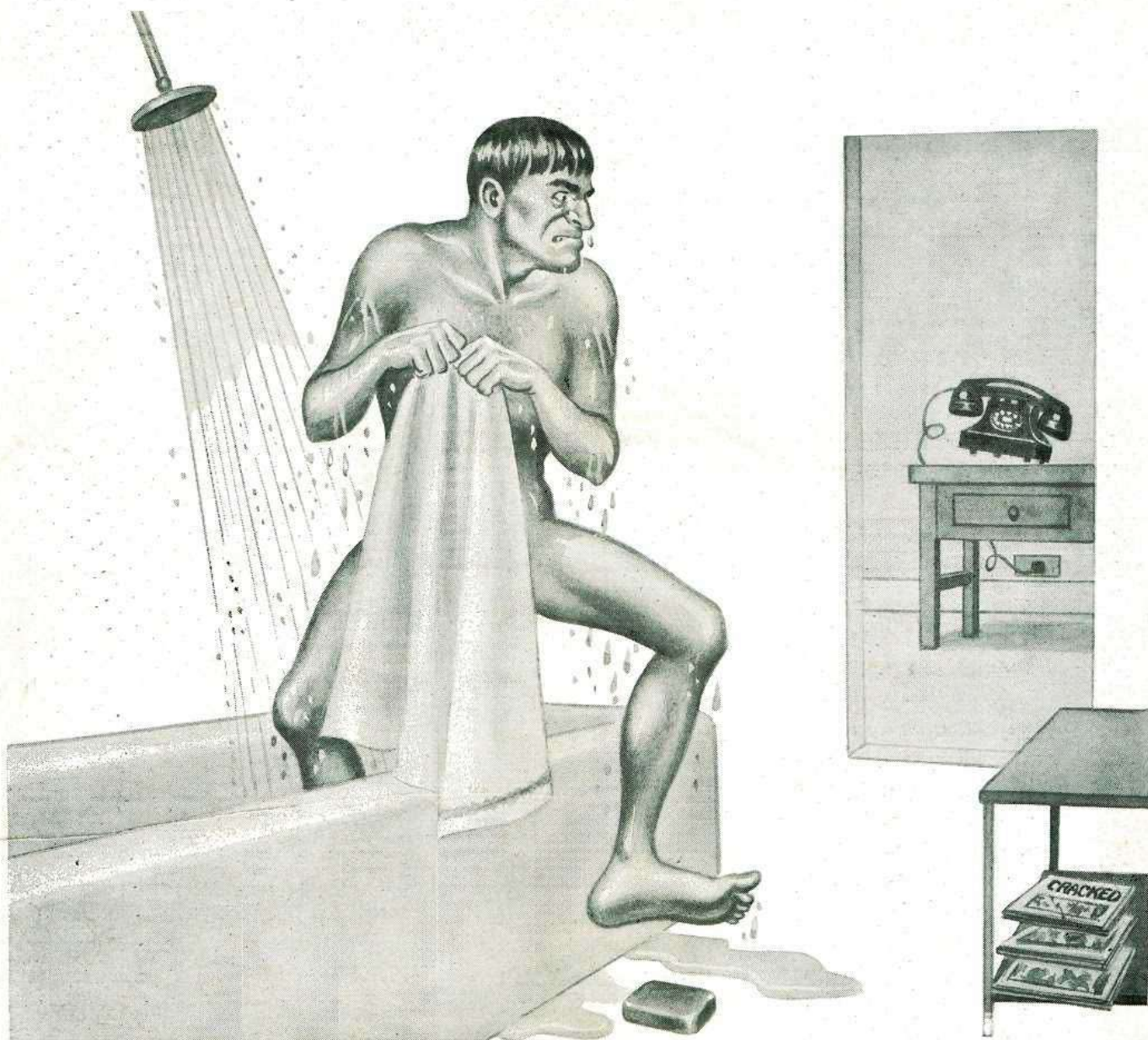
MAGAZINE

25¢



SEVERIN

SEE BACK COVER



REACH FOR THE TELEPHONE

You'll find it delightfully convenient when loved ones call you. Wherever you are, whatever you are doing, day or night—the tinkle of the telephone will bring a little joy and pleasure into your life.



"DON'T CALL US — WE'LL CALL YOU!"
BULL TELEPHONE SYSTEM



CRACKED

No. 26

SEPT. 1962

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Production: Charles Foster

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Janitor: Sylvester P. Smythe

CONTENTS

MODERN PRODUCTS FOR MODERN INDIANS	6
A new market for new wampum.	
SCHOOL FOR MONSTERS	10
Guaranteed to chill you to the bone.	
THE GRADUAL CHANGE IN MEN'S FASHIONS	15
Do clothes make the man?	
CASEY AT THE CLINIC	19
Is there a Doctor in the house?	
NOT-SO-WELL-KNOWN TRADE MARKS	23
Smith Bros. please take note.	
COLLEGE COLORING BOOK	25
An eight page bonus.	
AXIS SALLIES	29
Or how we almost lost the war.	
ART LESSON	32
You too can be cultured!	
T.V. SCHOOL	35
A far cry from the old red schoolhouse.	
AUTOBIOGRAPHIES BY THE MAN ON THE STREET	40
For the man who has nothing.	
A CRACKED GUIDE TO HAND LANGUAGE	42
A handy handbook for conversationalists.	
LANDS OF ROMANCE	46
A CRACKED view of beauty.	
HORROR HOUSE	50
A real thriller.	

DIS-CONTENTS

MODERN PRODUCTS FOR MODERN INDIANS 6



Today's Indian Trader has to offer more than pretty beads to make a deal with the Twentieth Century redskins.

SCHOOL FOR MONSTERS 10



Don't turn out the lights to read this cryptic view of a grave matter. It's a scream. You'll die laughing!

CASEY AT THE CLINIC 19



CRACKED waxes poetic and presents an antiseptic article about a famous operator. Presented in the bed-side manner.

NOT-SO-WELL-KNOWN TRADE MARKS 23



Proving that things are not always as they seem, CRACKED presents familiar Trade Marks in a new light.

A CRACKED GUIDE TO HAND LANGUAGE 42



Now you can turn off your hearing aid and still be able to understand what they're saying. A sneaky article.

LANDS OF ROMANCE 46



CRACKED'S feature artist takes us on a tour of the glamour cities of the world. You'll be shocked!

Cracked Magazine is published bi-monthly and copyright 1962 by Major Magazines, Inc., 45 West 45th Street, New York 36, N. Y. Second class postage paid at New York, N. Y. and Holyoke, Mass. Publisher can accept no responsibility for unsolicited letters, manuscripts or artwork, although every effort will be made to return such matter when self-addressed stamped envelope is included. Single copy price 25 cents. Subscription (9 issues) in the United States and possessions, \$2.00. Elsewhere, \$2.50. PRINTED IN THE UNITED STATES.

LETTERS



Cracked is a superb collection of unexcelled rhetoric and your artists are connoisseurs in the realm of graphic presentation.

FRED GILBERT
LOS ANGELES, CALIF.

ED: You don't have to get nasty about it!

I am proud to say that I have read every issue of Cracked that you have published. I have a complete file of every issue. We have a small Cracked Fan Club and would like an autographed picture of Sylvester P. Smythe for our clubroom.

JOHN DOOLIE
TREASURE ISLAND, FLA.

ED: We will have portraits of Sylvester available soon. Watch for announcement in the next issue.

This is the umpteenth time that I have written to you. Please print my letter.

THOMAS DOWNS
SIDNEY, AUSTRALIA

ED: Sorry, we don't have room.

What's with you guys? You show President Kennedy in a sweater with a Yale letter on it. Don't you clods know he's a Harvard man?

BOB CASSIDY
CAMBRIDGE, MASS.

ED: Just wanted to see if you were paying attention.



Dear Cracked Ones:

I think it was rotten of you clods to put your extra added attraction and your extra special bonus on the same leaf. (July issue). How do you expect us to use one without cutting up the other?

BRUCE JANKE
DETROIT, MICHIGAN

ED: Easy! Buy two copies.

我們下鄉去一同喫野餐。
就是陰天也不要緊最可怕的就是閃電打雷
是夏天不會下雪的。
冬天下霜山上的樹多麼好看。是好看。好
不過河跟湖裡邊兒都結了凍很不方便。可是
在是秋天、不是冬天、我們又不打算坐船、我們要

贊成、盼望天

ED: Same to you, fella!

Anyone who has nothing better to do than write letters to Cracked is a nut.

JACK SELIG
BKLYN., NEW YORK

ED: You know, you're right.



BACK ISSUES GOING FAST

Get 'Em While They Last

Yes, back issues of CRACKED magazine are going fast down the drain unless we can get rid of them! So fill out the attached coupon and get 'em while they are still available!

CRACKED BACK ISSUES
45 WEST 45th STREET
NEW YORK 36, N. Y.

I enclose..... Please send me Back Issues I have checked at 50c each:

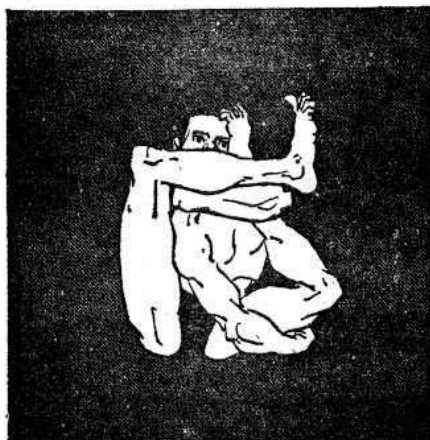
No. 21..... No. 22..... No. 23.....
No. 24.....

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

Tried to do the Twist as per your instruction and ended up with a bad back. What do I do now?

PAT DOUGHERTY
MANSFIELD, OHIO

ED: You hurt.



I loved your Chinese Book Cover. I cut it out and put it on my Latin book 'cause I dig it as much as I do Latin. By the way, what does it say? Please translate.

BEVERLY HILL
MIDDLEPORT, NEW YORK
ED: Into Latin?

Your magazine hurts but I do enjoy reading it.

A/2C R. D. STINSON
U.S. AIR FORCE
A.P.O. 193, NEW YORK, N. Y.

ED: It's like hitting yourself over the head with a hammer. Feel's good when you stop.

In your article "Photos That Have Been Cropped" (July), you had a picture of "Admiral Gootch". In this man's Navy, a four striper is a Captain, not an Admiral.

ROY H. SKELTON
FLEET SONAR SCHOOL
KEY WEST, FLORIDA

ED: Our apologies to the entire United States Navy.

Your article "If Different Cartoonists had Painted the Mona Lisa" was one of the funniest you've ever done. Let's see more of that kind of stuff.

H. L. FREDERICKSON
HIGGANUM, CONN.

ED: See "Axis Sallies" this issue.



COMPLETELY CRACKED

Just released !

As were the writers, **COMPLETELY CRACKED** was just released. Following the two best sellers, **THE CRACKED READER** and **MORE CRACKED**, this pocket size edition is sure to be a success, providing you buy it.

CRACKED
45 WEST 45TH STREET, N.Y.C.

I enclose 40c ea. Please rush pocket-size

☐ **COMPLETELY CRACKED**

☐ **MORE CRACKED**

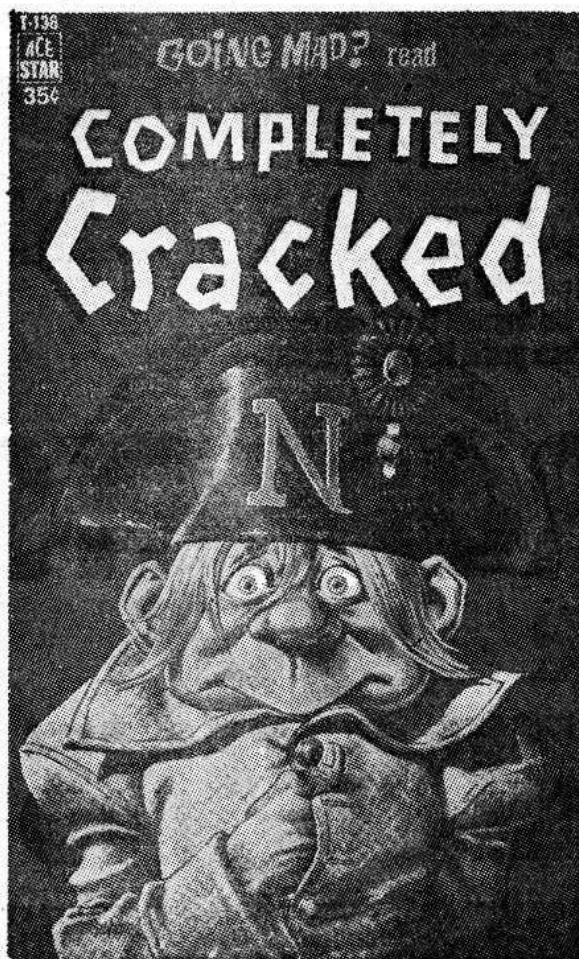
☐ **CRACKED READER**

Name.....

Address.....

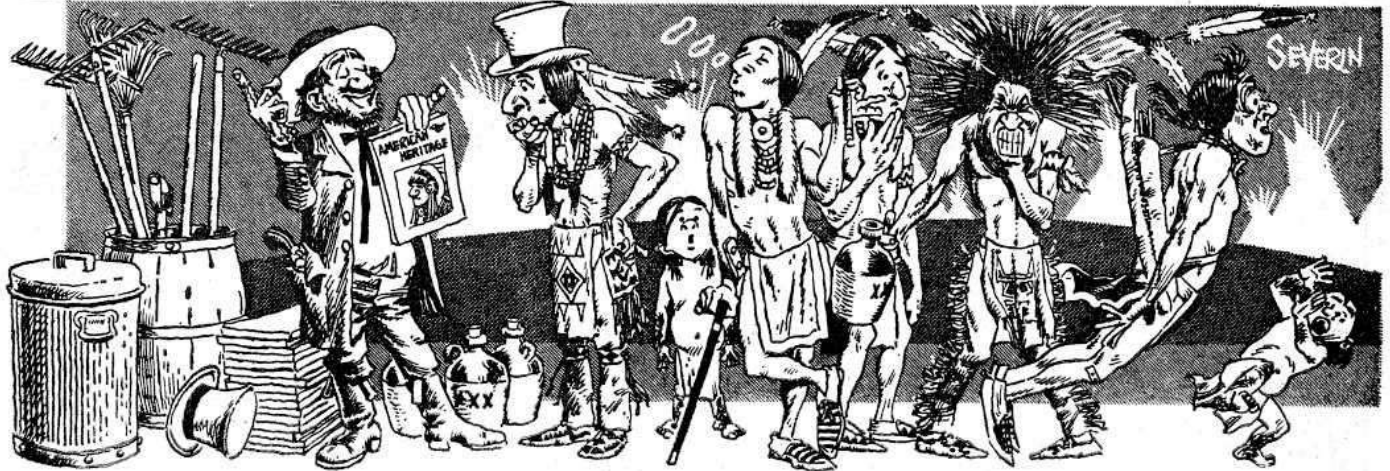
City.....Zone.....

State.....



YESTERYEAR

Time was when Indian traders could unload old blankets and kettles, rot-gut red-eye, and useless second hand objects on the unwary Indians.



TODAY

But nowadays the old approach no longer works. The Indian is much more knowledgeable and thanks to the oil on his reservation—much richer. He also knows exactly what he wants.

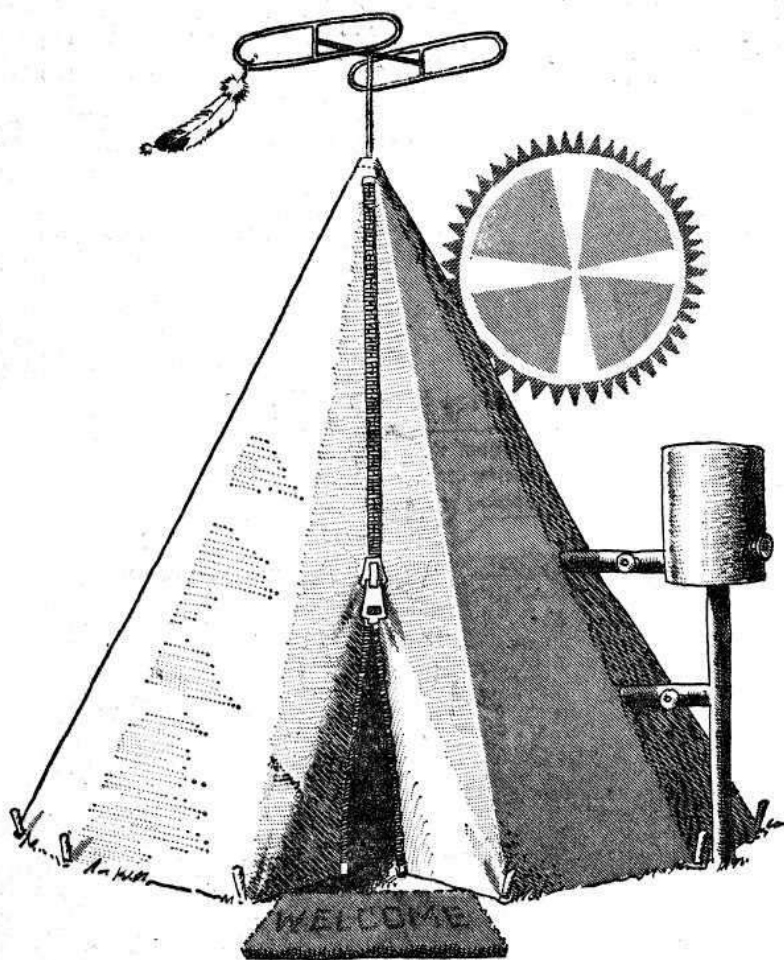


As members of business community realize the potential profit in the lucrative Indian market they will cater more and more to his specific tastes and whims. Cracked predicts that in the not too distant future you'll be seeing products like the following . . .

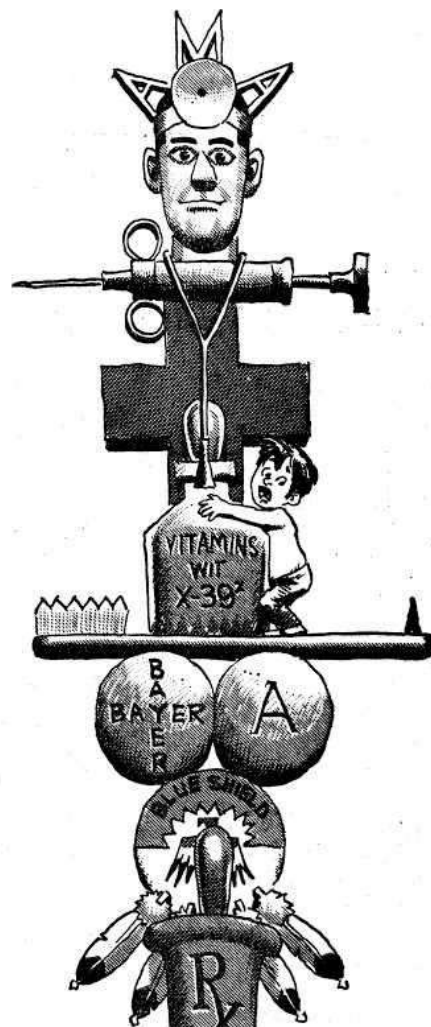
MODERN PRODUCTS FOR MODERN REDSKINS



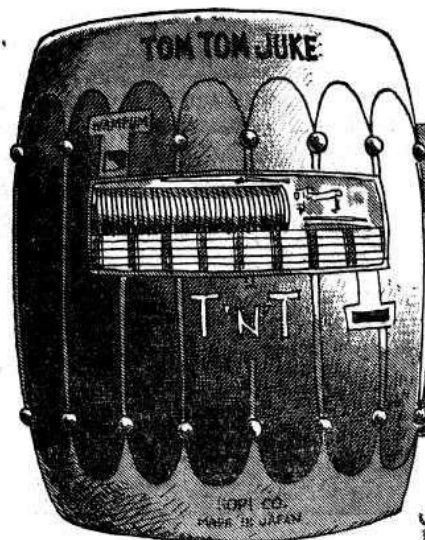
**Luxury-type tepee with heap
hot and cold running water.**



**Typical Modern totem
pole that wards off evil
spirits the scientific way.**



**Juke box for tribal dances, features rain
dance, war dance and twist dance records.**



**JUKE WITH COIN RETURN
FOR INDIAN GIVERS !!**

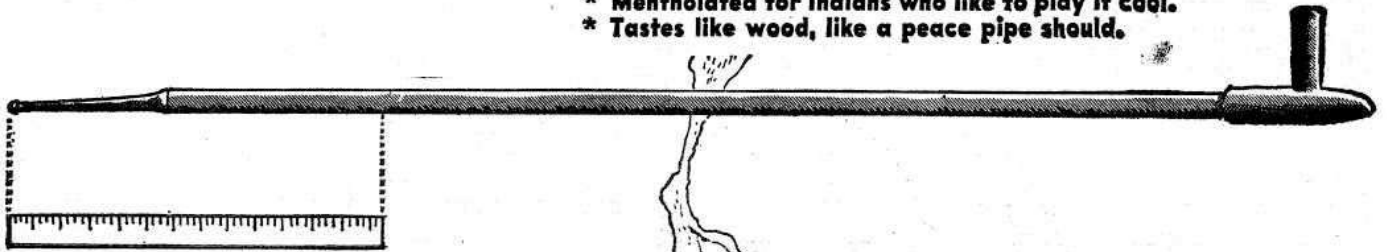


TOTEM POLE AND TWO CHIS'ERS



Emperor-size peace pipes for big chiefs. Note the jet age improvements:

- * Extra length for added filtration.
- * Mentholated for Indians who like to play it cool.
- * Tastes like wood, like a peace pipe should.

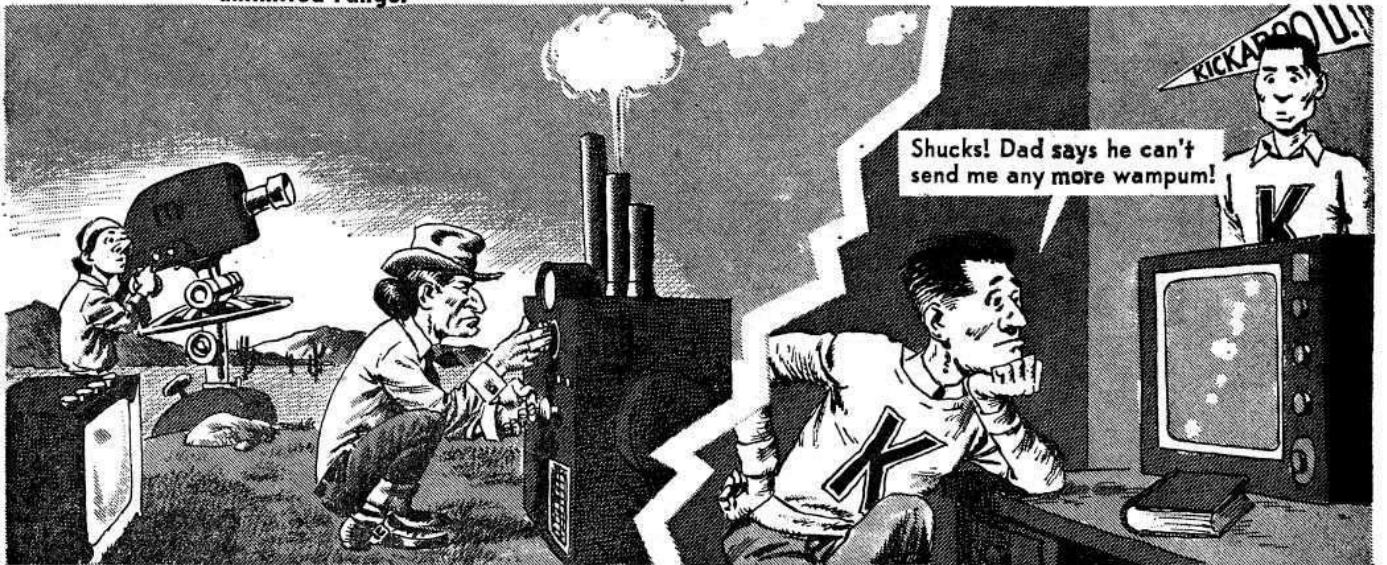


the most important 1/4 yard in peace pipe smoking

Tribal conference table with simulated camp fire in the middle.



Smoke signal-making machine combined with closed circuit TV to give signals an unlimited range.



EVENTUALLY EVEN THE ENTERTAINMENT INDUSTRY WILL TURN OUT PRODUCTS WITH THE INDIAN MARKET IN MIND.

MOVIES

SEE HOW A BAND OF OUT-NUMBERED BUT DETERMINED BAND OF BLACKFEET BRAVES PUT AN END TO THE LUSTFUL MARAUDING RAIDS OF THE U.S. CAVALRY!

"Enough white shins bite the dust in this one to satisfy even Geronimo"

KICKAPOO COURIER

"A four arrow picture"

SIOUX SENTINEL



METRO GOLDWYN MOHICAN PRESENTS

THE PALEFACE TERROR

STARRING RODNEY

WALK ON THE WILD

AUDREY

COME-ON-TO-MY-TENT

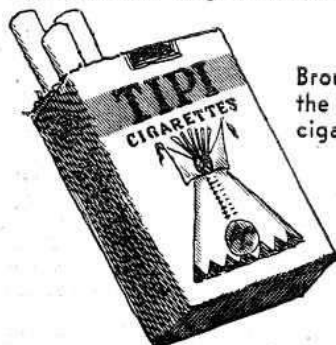
Not Recommended For Papooses

TELEVISION

channel
7
9:30 PM

THE LONE INDIAN
Rides again tonight

Who is this masked Indian
Who shoots only silver arrows



Brought to you by
the makers of TIPI
cigarettes

The masked Indi-
an accompanied
by his faithful
paleface sidekick
Houndu*

*Houndu is a Good paleface.



CRAZY HORSE No. 57

CHIEF CRAZY HORSE WAS AN EXCEL-
LENT WARRIOR AND A REAL RED-
BLOODED AMERICAN.
HIS RECORD OF 129 SCALPS IS AN
ALL-TIME HIGH FOR SIOUX BRAVES.
HE ALSO HAD THE DISTINCTION OF
BEING AN EXCELLENT TRADER—HE
ONCE OBTAINED 5 QUARTS OF GIN
FOR NORTH DAKOTA.

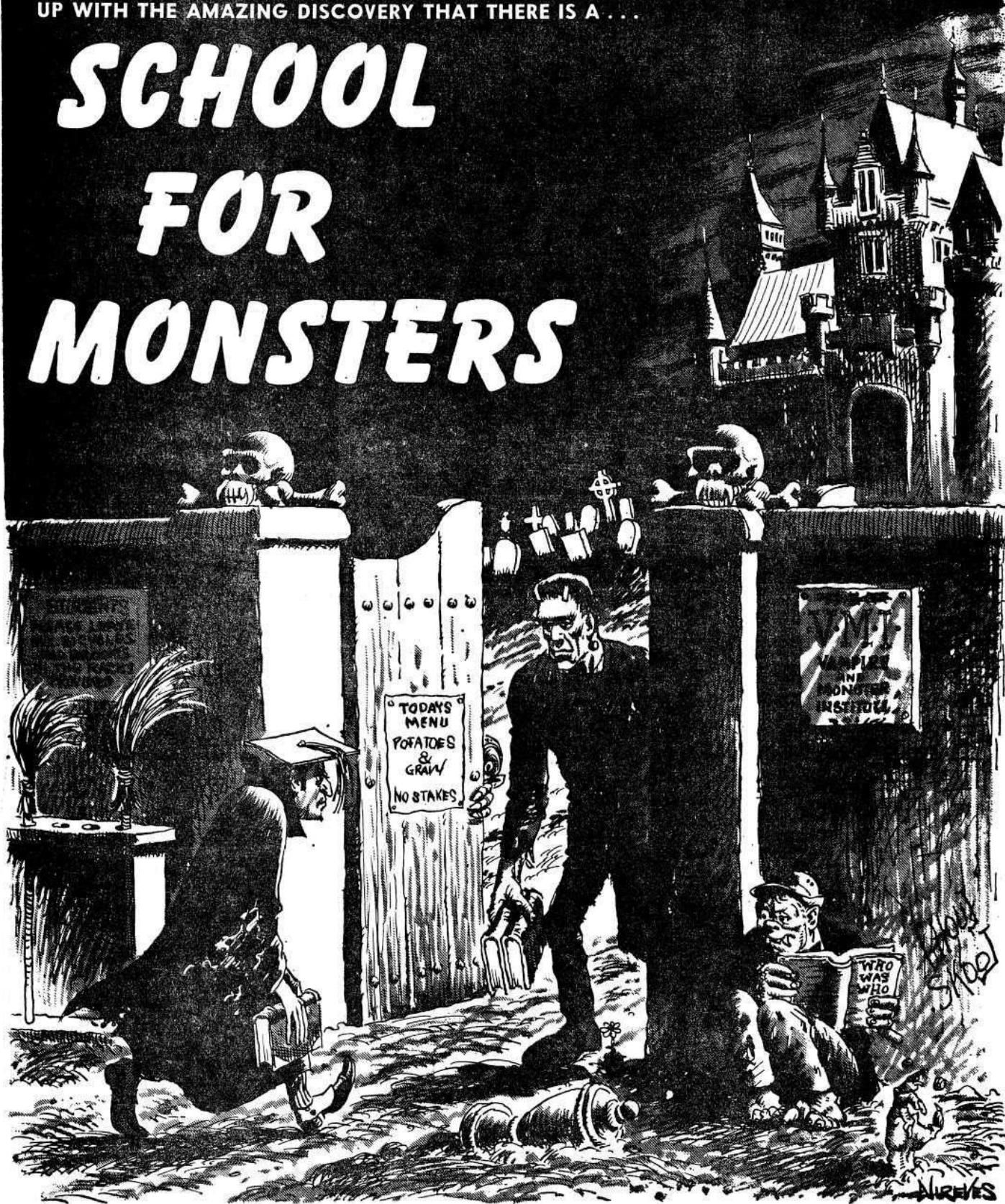
COPYRIGHT ©

PRINTED IN USA
(FORMERLY SIOUX TERRITORY)

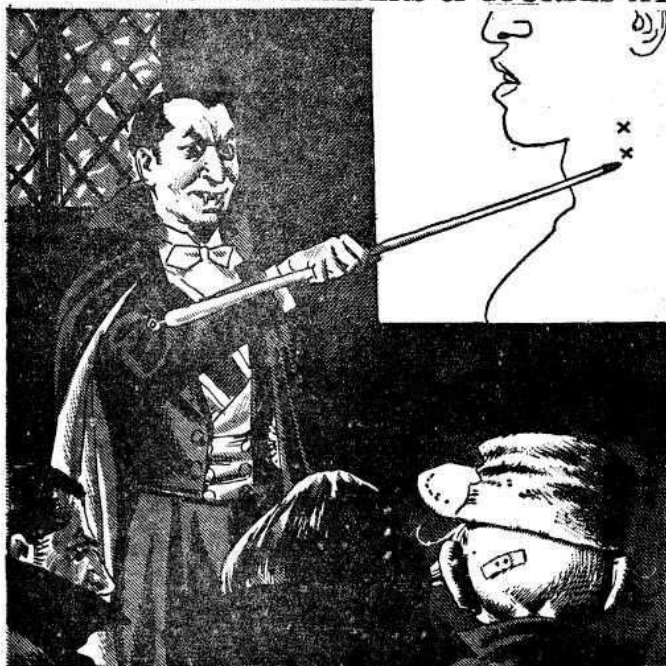
HAVE YOU NOTICED HOW THE COUNTRY SUDDENLY SEEMS TO BE FLOODED WITH MONSTERS? EVERYWHERE YOU LOOK THEY'RE PRESENT IN CONSTANTLY INCREASING NUMBERS — IN MOTION PICTURES, TV SHOWS, BLIND DATES . . .

WE AT CRACKED GOT TO WONDERING ABOUT THE SOURCE FOR ALL THESE MONSTERS. WELL, AFTER MUCH MIDNITE SLEUTHING WE CAME UP WITH THE AMAZING DISCOVERY THAT THERE IS A . . .

SCHOOL FOR MONSTERS



FACULTY MEMBERS & COURSES AT THE VAMPIRE & MONSTER INSTITUTE



VAMPIRE DEPT.

Professor Bela Fangman conducting a class on **Sources of Nourishment**. Other departmental courses include:

Blood Types for the Gourmet
What to do about Coffin Claustrophobia
First Aid against Stake Wounds



MONSTER DEPT.

Professor Ogerstein conducting a field demonstration in his course on **Running Amuck***. Other departmental courses include:

Shaking Off Bloodhounds
How to Survive in a Burning Windmill
How to Survive a Boiling Acid Bath
How to Survive in a Jerry built Fallout Shelter

* Mandatory for all monster majors



MUMMY DEPT.

Professor Rama Lama conducting a class on **Personal Hygiene for Mummies**. Other courses include:

Elementary Temple Protecting—(Frightening off Robbers)
Intermediate Temple Protecting—(Frightening off Archeologists)
Advanced Temple Protecting—(Frightening off Fuller Brushmen)
Tanna Leaf Tea Recipes
Adjusting to Museum Life



WEREWOLF DEPT.

Professor Shaggymain giving a practical demonstration in his class on **Fun & Profit in Werewolfism**. Other courses include:

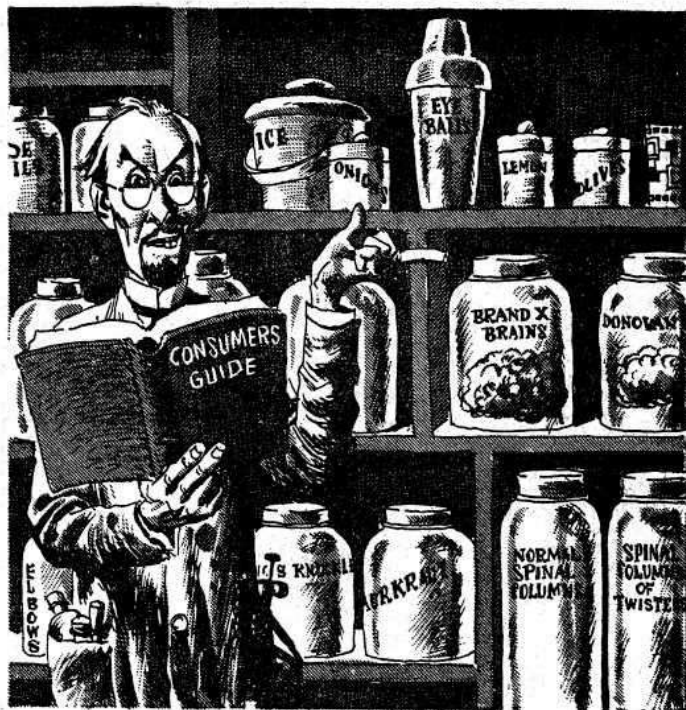
How to keep from being Overcharged at the Barber
Care of the Hair (with particular emphasis placed on sheen & luster)
What to do on Moonless Nights
Werewolf majors are advised to minor in the Monster Dept.



WITCHCRAFT DEPT.

Miss Pox demonstrating the **Art of Flying Sidesaddle**. (Course was formerly entitled **The Art of Avoiding Broom Splinters**). Other courses include:

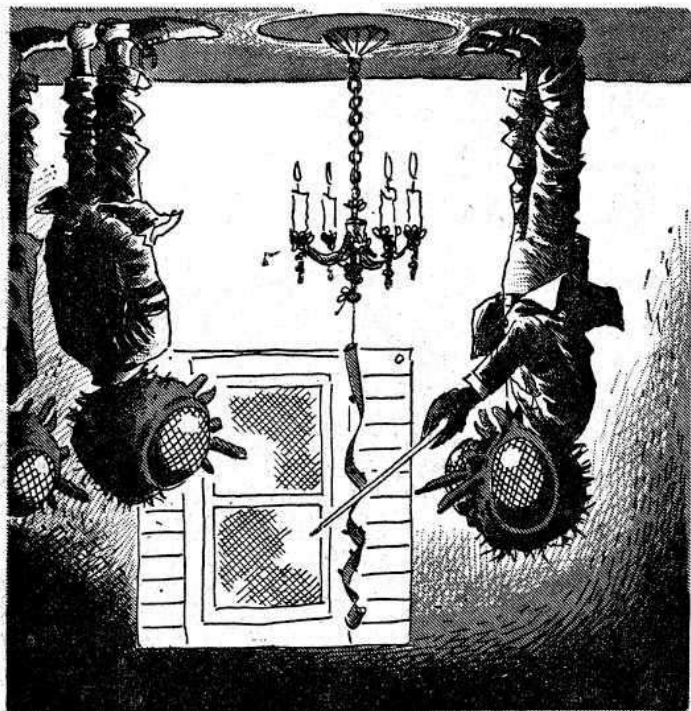
- The Power of Negative Thinking
- Romantic Necromancy
- Charms for Acquiring Husbands
- Charms for Losing Husbands



MAD MEDICINE DEPT.

Dr. Von Fiendstein giving a lecture in his course on **Comparative Shopping**. Other courses in the Dept. include:

- Elementary Mad Medicine
- Intermediary Mad Medicine
- Advanced Mad Medicine
- How to Bargain with Grave Diggers
- The Art of Refrigerating Body Parts



FLY DEPT.

Professor Fleispek and students in a typical classroom scene. Courses in the Dept. include:

- How to Be a Fly-By-Night Operator
- How to Keep from Flying off the Handle
- Scourge of Flydom—DDT
- How to clean Footprints off the Ceiling



BLACK MAGIC DEPT.

Dr. Mumbojumbo demonstrating some of the latest technical equipment in his field. Courses in the Dept. include:

- Black Magic
- Technicolor Magic
- The Witch Doctor under Socialized Medicine
- Fee Splitting with Voodoo Specialists

ADMINISTRATIVE STAFF & FACILITIES AT V.M.I.



Dr Wombat—Student Advisor

Friendly Dr. Wombat is always ready to chew the fat with students regardless of race, sex or blood-type.

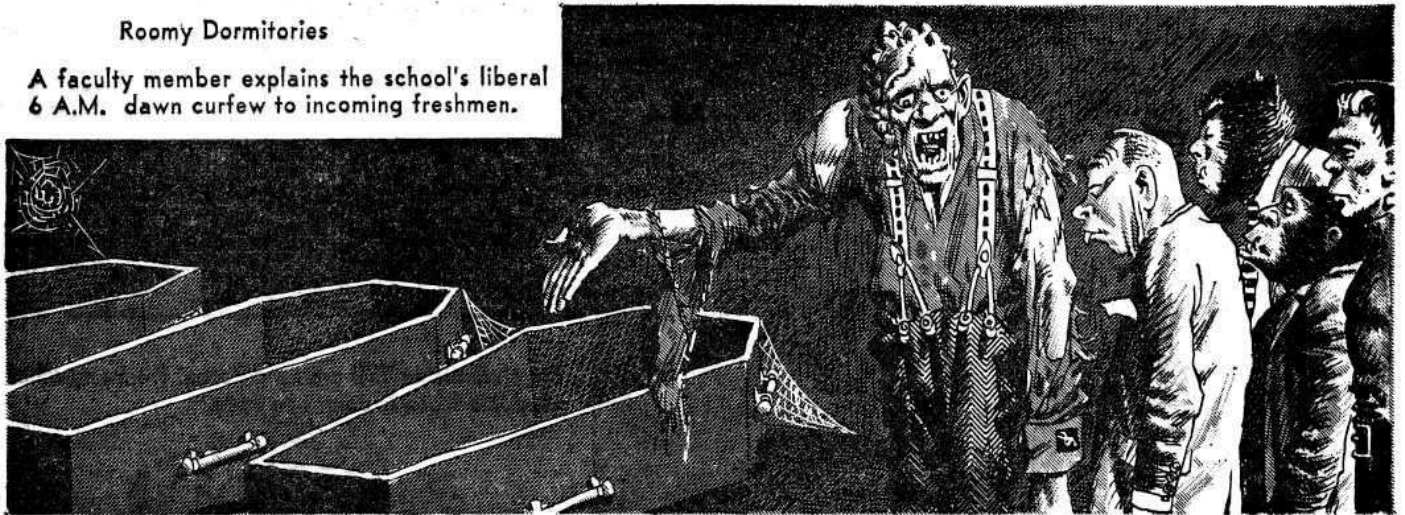


Mr. Sy Klops—Truant Officer

Delinquent students are justifiably wary of Mr. Klops and his omnipresent one eye. His motto: An eye for an eye, a classy cut for class-cutters, and a cut up for cutups.

Roomy Dormitories

A faculty member explains the school's liberal 6 A.M. dawn curfew to incoming freshmen.



Employment Bureau

The school's expertly staffed employment bureau assures graduates that they won't have to pound the graveyards looking for work.



School Lunchroom

The culinary staff uses only the choicest ingredients for it's appetizing recipes, potions and brews.

EXTRACURRICULAR ACTIVITIES AT V.M.I.

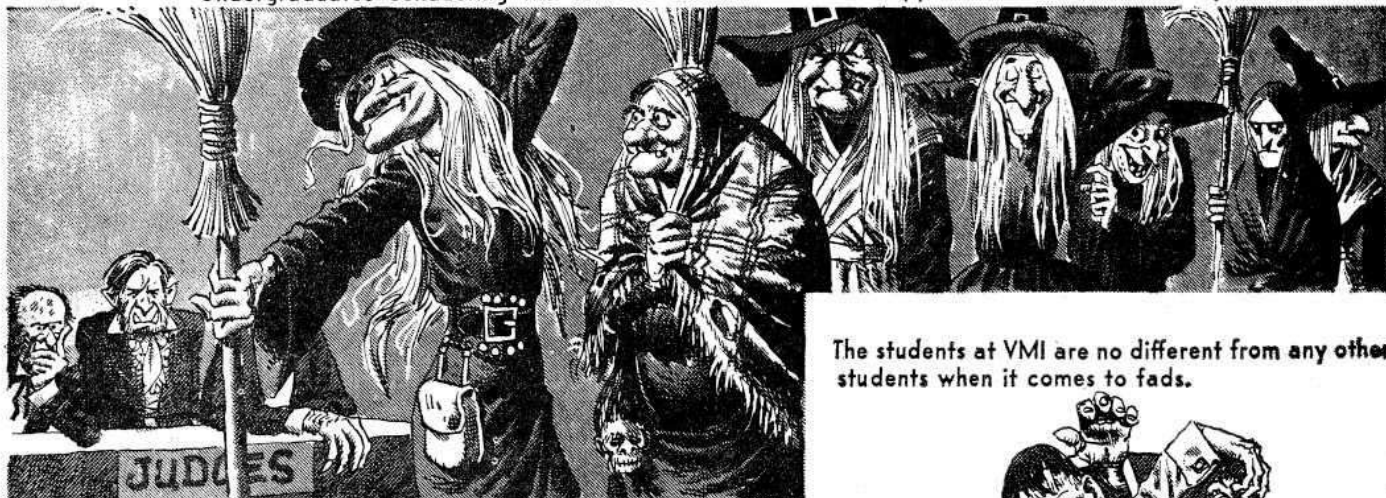
Students relaxing on the Institute's scenic campus grounds.



Friendly students spending a fun-filled nite doing the Twist.



Undergraduates conducting the school's annual Miss Hex Appeal contest.



The students at VMI are no different from any other students when it comes to fads.

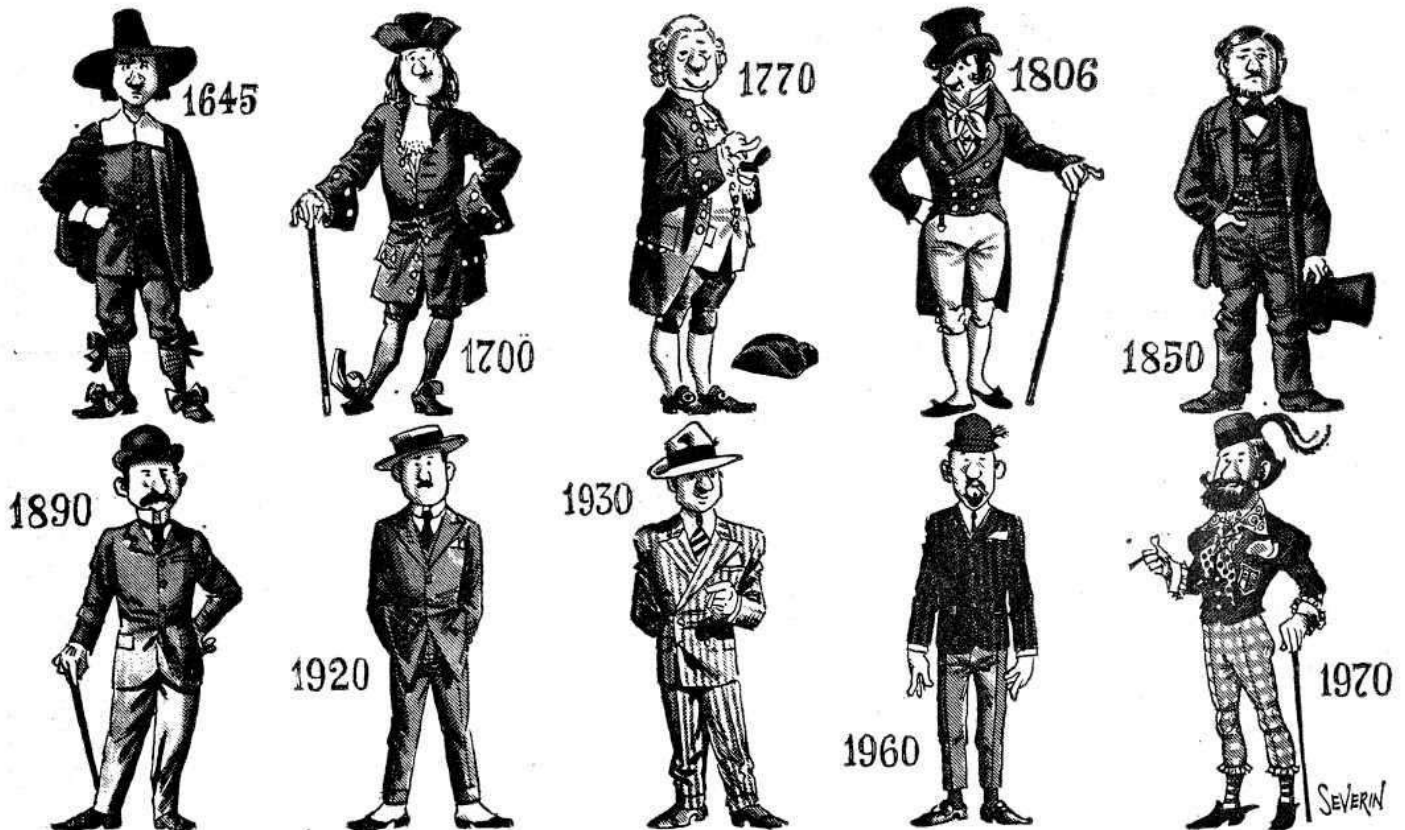


Inhuman frat brothers fiendishly subjecting a prospective member to 5 hours of TV commercials.*



* It is the school's policy not to interfere with fraternity initiations, regardless of how diabolical they may be.

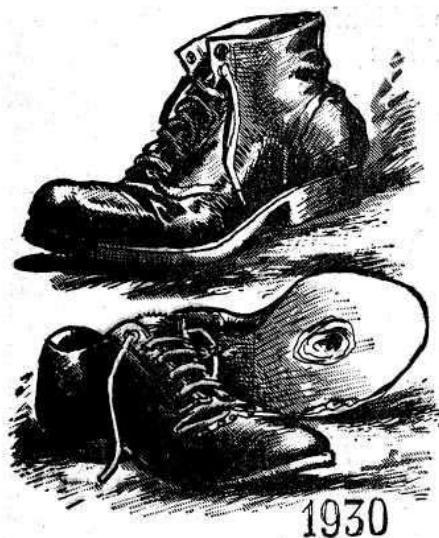
Through the ages female fashions have changed with incredible speed. A woman would buy a dress one day and the following morning it would be out of style. It seems men's apparel has gone through change also, but at a slower rate. Only recently has the male really asserted himself in fashion.



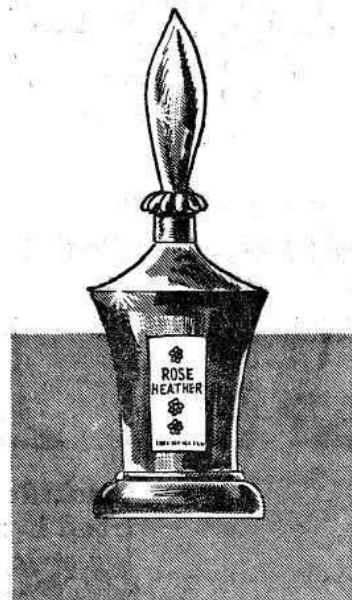
Cracked magazine would like to show what might happen if this trend in men's apparel continues to gain momentum. Advertising, style, and products would all show the effects of competition with the women's industry.

THE GRADUAL CHANGE IN MEN'S FASHIONS

TAKE FOR EXAMPLE MEN'S SHOES

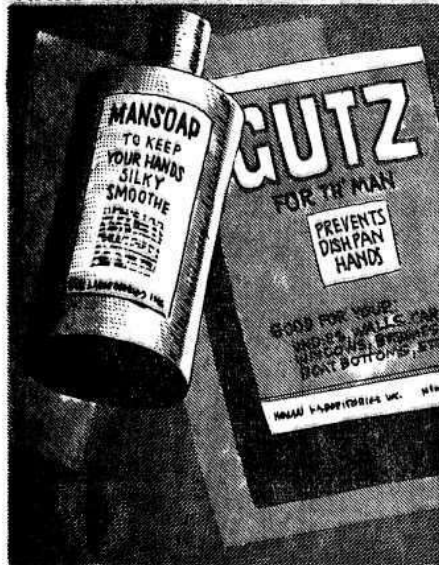


OR TOILETRIES



SOME NEW PRODUCTS FOR MEN MAY DEVELOP

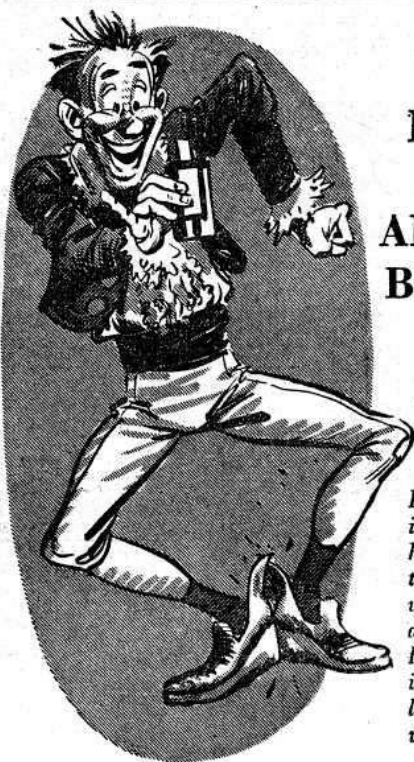
HAND CREAMS WILL BE POPULAR



HATS WILL COME IN AS MANY VARIETIES AS WOMEN HAVE TODAY



HAIR STYLES WILL ALTER GREATLY



**PROMISE
HIM
ANYTHING
BUT GIVE
HIM
ARPLUG**

Ladies for the man in your life—give him ARPLUG. — the men's cologne with that unforgettable he-man aroma. He will love you for it — and you will love him when he wears it.



DOES HE OR DON'T HE?
Only His Barber Knows For Sure

Hair color so natural your best friends won't know. It's so easy. Takes only minutes. So if your hair is dull, lifeless, why hesitate? Go down to your favorite barber today. Hair responds to MISTER CHAIROL like a woman responds to handsome men.

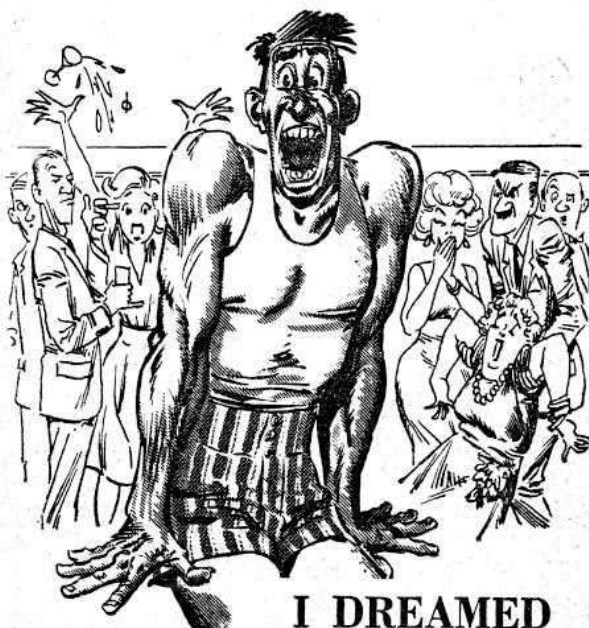
YOUR BARBER WILL TELL YOU A MAN'S BEST FRIEND IS MISTER CHAIROL CREME HAIR LIGHTENER



HANDSOME HAIR

BLECK

There are three Bleck Shampoos for three different hair conditions. Bleck shampoo—for thin hair, for thick hair, or for no hair; brings out the natural good looks of your hair; leaves the hair clean, easy to manage. Select the Bleck shampoo for your individual scalp condition and enjoy handsome more dapper hair.



**I DREAMED
I WENT TO PARTY
IN MY B. V. D. UNDIES**

And boy was I embarassed. Fortunately I had on the "Stars and Stripes" style, with the elasticized waist and perma-snaps which looks so distinguished. You can get "Stars and Stripes" too in popular sizes 32-46.

MEN'S FASHION AD ILLUSTRATIONS WILL SHIFT



TODAY'S



TOMORROW'S



DAY AFTER TOMORROW'S

SOCIAL CUSTOMS WILL BE REMODELED



MEN WILL CAT



WOMEN WILL GIVE UP SEATS



MEN WILL GO TO BARGAIN SALES.



WOMEN WILL ALL DRESS ALIKE.



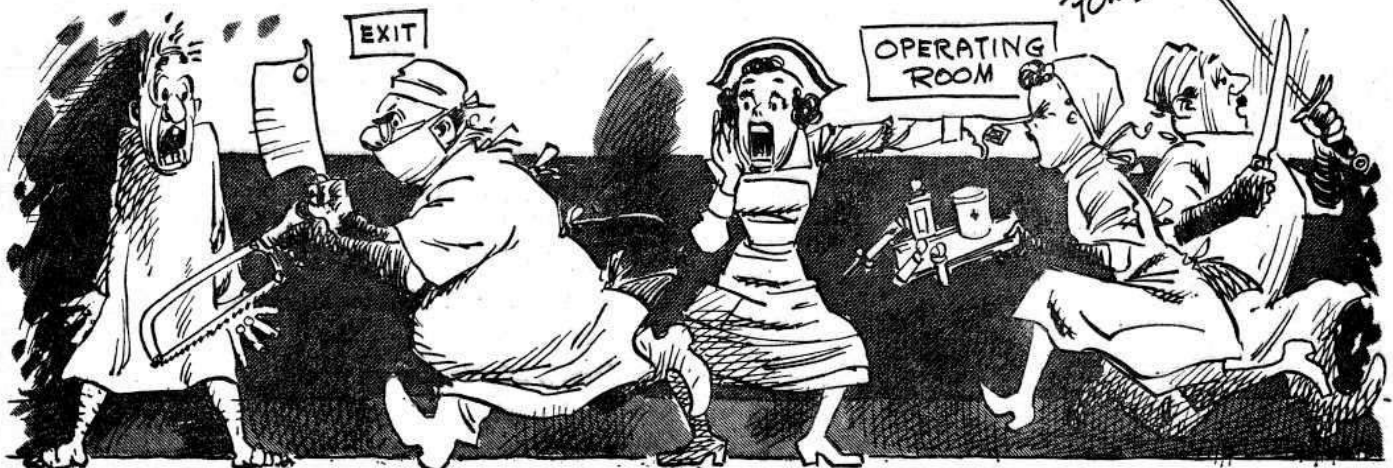
WOMEN WILL ACT LIKE MEN.



WOMEN WILL MAKE THE PASSES

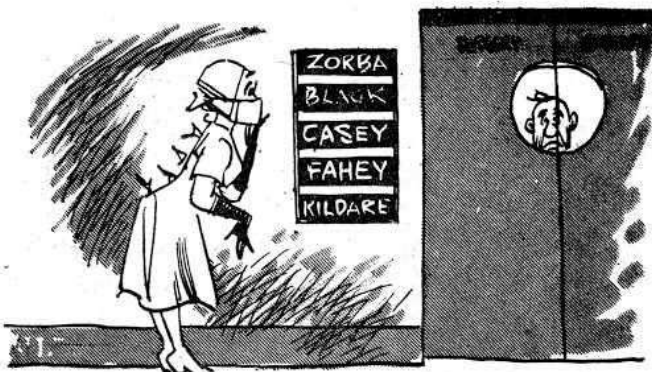
We noticed a striking resemblance between the new T.V. neuro-surgeon, Ben Casey, and the star of Ernest Lawrence Thayer's poem, Casey At The Bat. Not only are the names the same but it seems that audiences regard dedicated Dr. Casey's operations with as much enthusiasm and vigor as the baseball fans watched batter Casey in the poem. We now show you our illustrated version of the poem with slight variations. We call it...

CASEY AT THE CLINIC

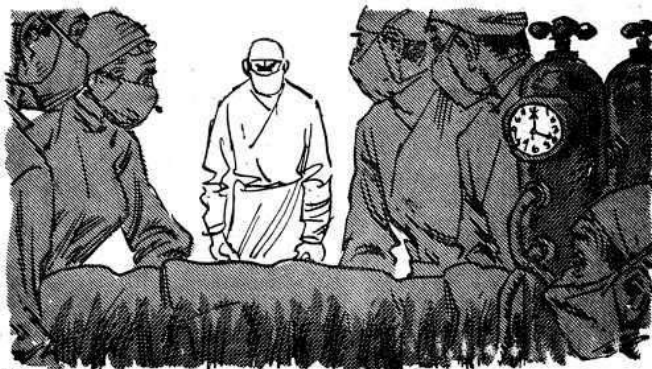




A straggling few turned off their sets,
leaving there the rest,
With that hope which springs eternal
within the human breast.
For they thought: "If only Casey could
get a chance to see,"
They'd put even money now, with Casey
in surgery.



But Zorba was away, to the wonderment
of all
And the much-despised Black, was on
another call
So when this was discovered, and they
saw what had occurred,
There was only one man who could have
this patient cured.



It looked extremely shaky for the Hospital
staff that dawn;
Ten emergencies were over, with an
operation left to perform.
So, when Cooney was off duty, and
Burrows hadn't experience,
A pallor wreathed the features of the T.V.
audience.



But Zorba preceded Casey and likewise
so did Black
And the former was a pudd'n and the
latter was a quack.
So on that stricken audience a deathlike
silence soared;
For there seemed but little chance of
Casey's getting to the ward.



Then from the gladdened multitude went
up a joyous yell
It rumbled in the mountaintops, it rattled
in the dell;
It struck upon the hillside and rebounded
on the cable;
For Casey, mighty Casey, was
advancing to the table.

There was ease in Casey's manner as he
stepped into his place,
There was pride in Casey's bearing and
a smile on Casey's face;
And when responding to the cameras he
lightly doffed his mask,
No stranger in the crowd could doubt
'twas Casey at the task.



And then a silver plated scalpel came
hurtling through the air,
And Casey stood a-watching it in
haughty grandeur there.
Close by the sturdy surgeon the knife
unheeded sped;
"That ain't my style," said Casey
"Sponge one," the orderly said.



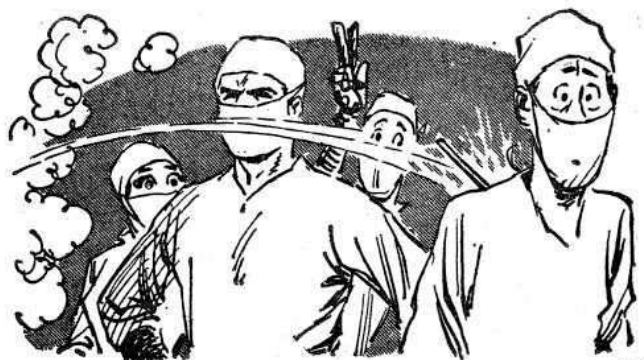
With a smile of Christian charity great
Casey's visage shone;
He stilled the rising tumult, he made
them all go on;
He signaled to the nurse, and once more
the scalpel flew;
But Casey still ignored it, and the orderly
said, "Sponge two."



Ten million eyes were on him as he
scrubbed his hands with soap
Five million tongues applauded when
he wiped them on his coat;
Then when the writhing patient ground
his hand into his hip,
Defiance glanced in Casey's eye, a sneer
curled Casey's lip.



From homes throughout the country,
went up a muffled roar,
Like the beating of the storm waves on
the stern and distant shore.
"Kill her! kill the nurse!" shouted an
intern on the stand;
And it's likely they'd have killed her had
not Casey raised his hand.





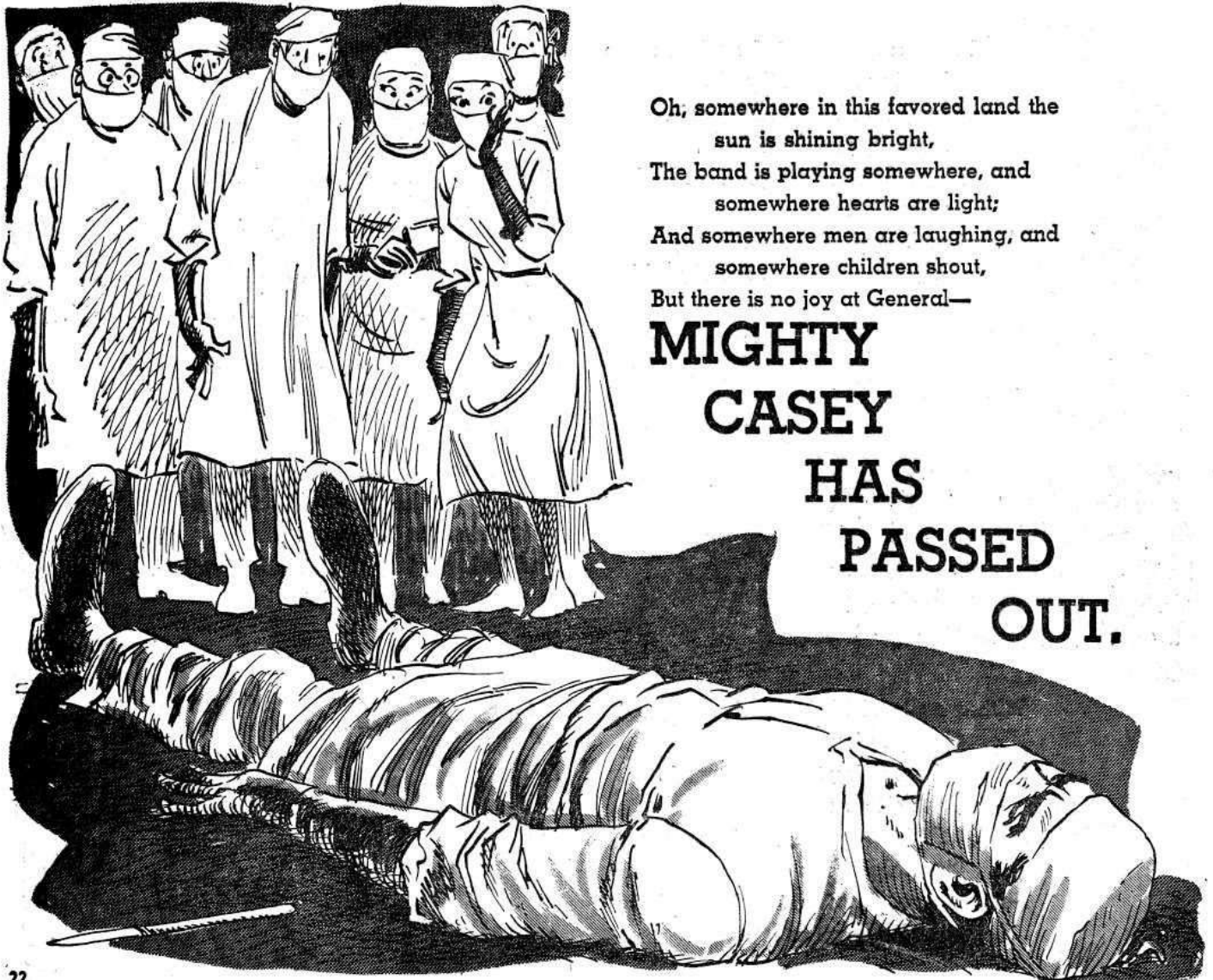
The sneer is gone from Casey's lips, his
hand is out once more,
He stamps with cruel vengeance his foot
upon the floor;
And now the nurse holds the scalpel,
now hands it with precision
And now the air is shattered by the force
of Casey's incision.

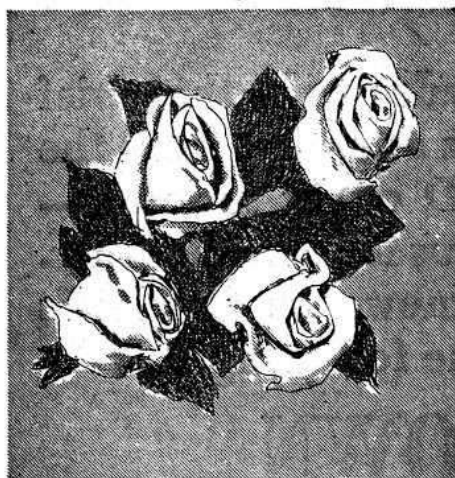
"Inefficient!" cried the maddened mil-
lions, and the interns started a riot
But one scornful look from Casey and the
audience was quiet;
They saw his face grow stern and cold,
they saw his muscles strain,
And they knew that Casey wouldn't let
the R.N. fail again.



Oh, somewhere in this favored land the
sun is shining bright,
The band is playing somewhere, and
somewhere hearts are light;
And somewhere men are laughing, and
somewhere children shout,
But there is no joy at General—

**MIGHTY
CASEY
HAS
PASSED
OUT.**





MURDER INC.

GIVE US THE JOB, AND YOU CAN START ORDERING FLOWERS FOR THE FINK'S FUNERAL.



CLOCKER JOE'S TIP SHEET SERVICE

OUR SELECTIONS FLY LIKE THE WIND . . . AND SO WILL YOUR MONEY IF YOU SUBSCRIBE TO OUR SERVICE.

BONUS INSERT
TEAR OUT THE
NEXT 4 PAGES,
FOLD ON DOTTED LINE,
SLIT THE TOP AND
YOU HAVE AN 8 PAGE
COLORING BOOK



DUTCH MATRIMONIAL BUREAU

WOULD YOU LIKE TO MARRY A GOOD OLD FASHIONED HAUSFRAU? SEND FOR OUR FREE CATALOG BUT PLEASE DON'T ASK US FOR PHOTOS OF THESE HOMELY GIRLS.



ROCK 'N' ROLL RECORD MANUFACTURERS ASSOCIATION

OUR RECORDS ARE AS SOLID AS OUR SYMBOL AND TWICE AS ROCKY.



DUTCH SCHULTZ MOUTHPIECES INC.

SPECIALISTS IN LEGAL WHITE-WASH JOBS. REMEMBER—WHEN IN DUTCH CALL "DUTCH."



LIARS' CLUB

JOIN NOW AND SEE IF YOU CAN HOLD YOUR OWN WITH THE BEST OF THEM.



BEAU BRUMMEL UMPIRE SERVICE

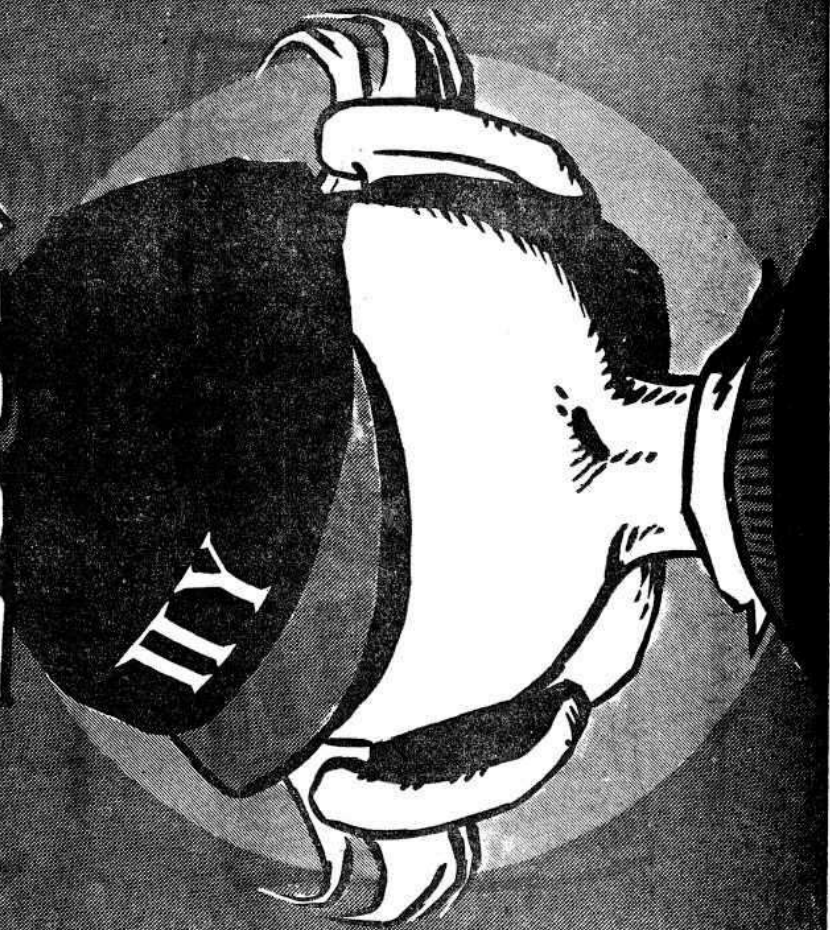
WE CAN'T VOUCH FOR THE VISION OF OUR UMPIRES, BUT WE DO GUARANTEE THAT THEY ARE THE BEST DRESSED ARBITERS IN THE GAME.



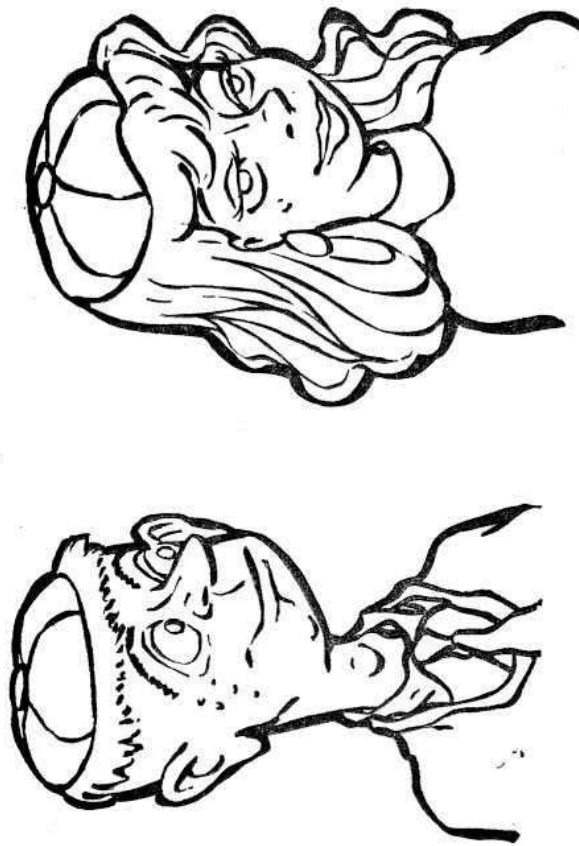
GESUNDHEIT BROS. FALSE BEARDS CO.

WE SPECIALIZE IN FALSE BEARDS FOR PRIVATE EYES, BEATNIKS, AND ASPIRING SING-ALONG MAESTROS.

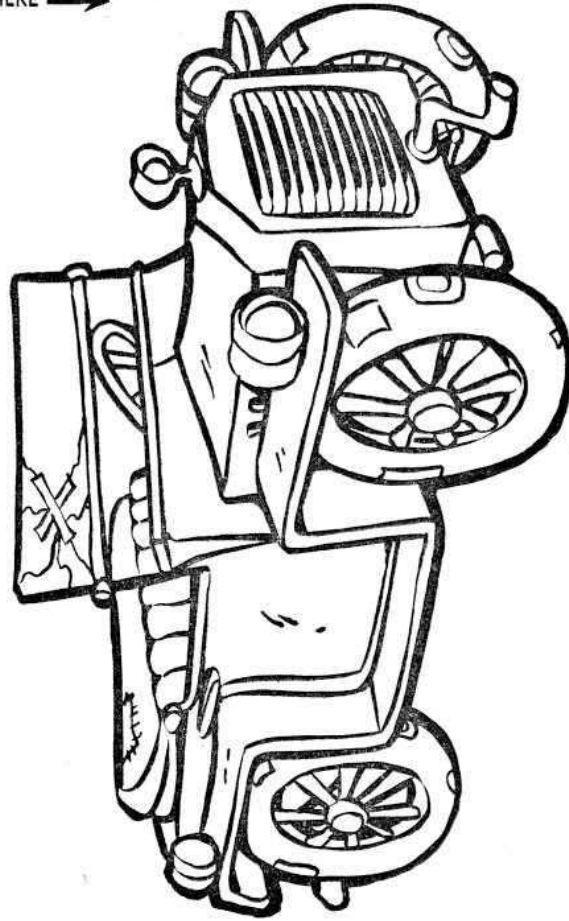
COLLEGE COLORING BOOK



← FOLD HERE →



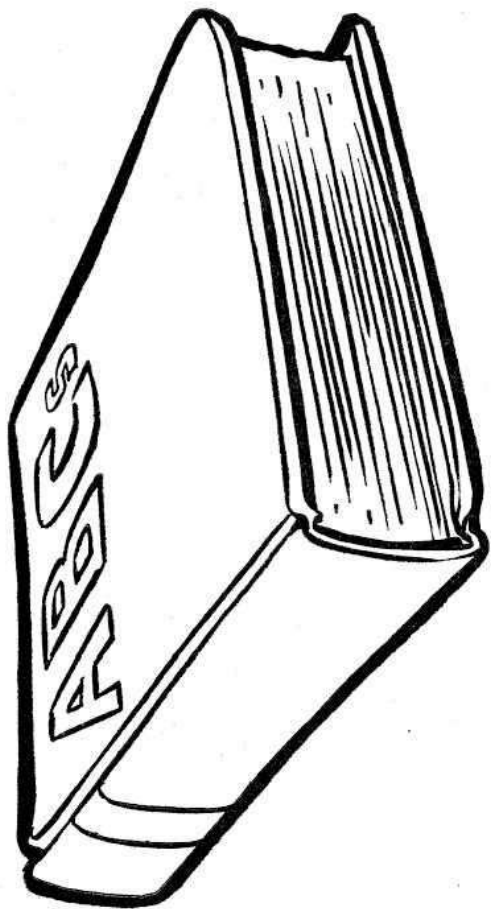
The boy and girl are wearing beanies. They are freshmen. The girl is studying economics. The boy is studying girls. Color the boy's eyes big.



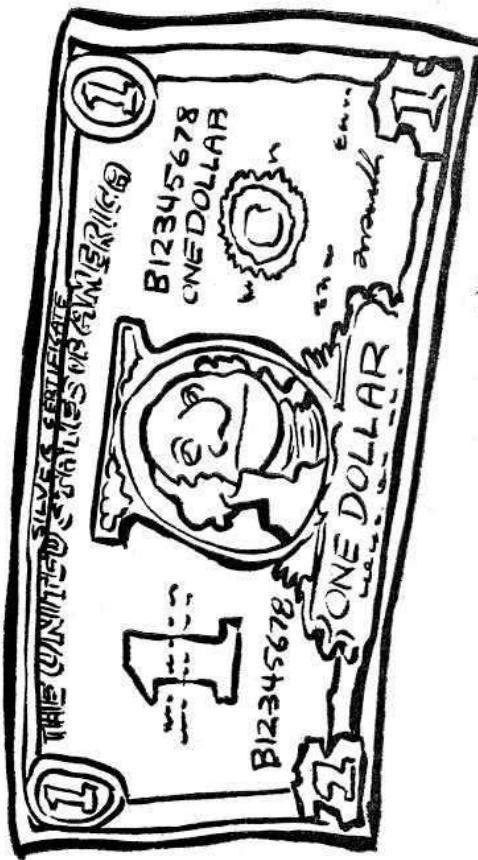
This is a second hand jalopy. College-boys drive second hand jalopies. It is old and rusty. Color it old and rusty.



This is the college dean. Deans are never happy. They never laugh. If you laugh at the dean he will expel you.



This is a book. Books are fun to read. In college you will learn to read books. Color the book brown.



This is a dollar bill. You need a lot of dollars to pay tuition. It is green. Color the dollar bill green.



This is a statue. It is a statue of the founder of the college. Students pour paint on the statue for fun. The statue is orange. Paint the statue orange.



This is a parent. He gives you an allowance and pays your bills. He doesn't like to give you money. He is angry. Color him red.



$$\begin{array}{l} 2+2= \\ 3+3= \end{array}$$

The boy is taking an exam. Exams are hard. This is college entrance exam. Color the boy stupid.



This is a chemistry professor. He wears a white lab coat. He is mean and nasty. He likes to fail students. Students don't like to fail. Students don't like the chemistry professor, so don't color him.



This is ivy. It is green and grows on buildings. It is not poison ivy. Ivy league schools are covered with ivy. It is pretty. Color it pretty.



This is a coed. Coeds make going to college fun. Coeds are soft. Color the coed soft.



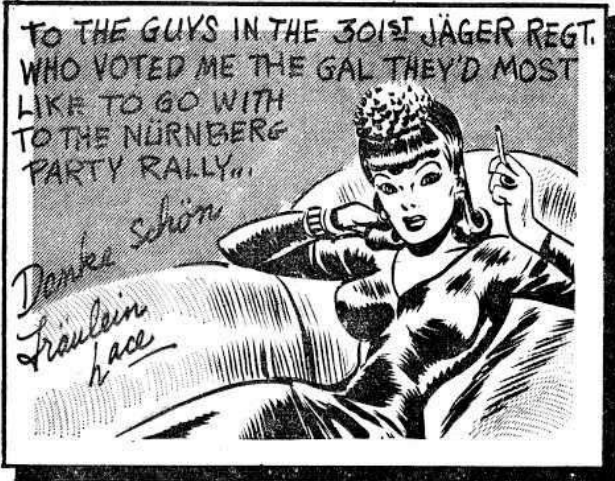
This is the door to the library. It is a big door. It is made of wood. Behind the door are books for research. Does the door open?



This boy is studying. Can you tell what he is studying? It is a comic book. Color the boy's sweater yellow. Color his fat head blue.



What is the boy doing? He is swallowing goldfish. Swallowing goldfish is fun. Color the goldfish gold. Color the boy's face green.

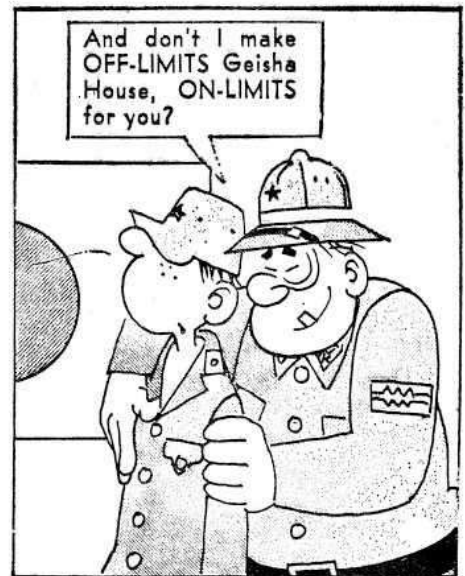
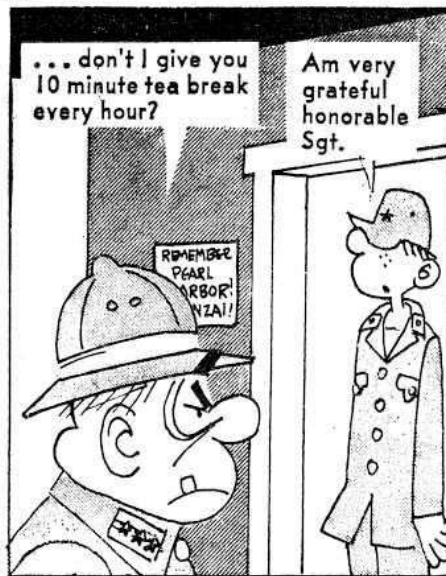
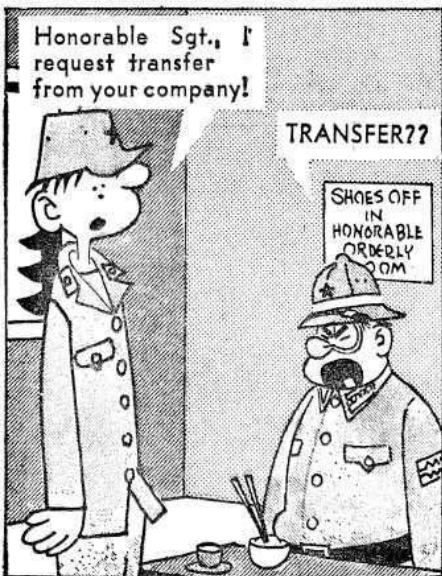


"Ach, Villy! It was MY turn to take care of the prisoners!"

Our CRACKED research dept. recently uncovered (while rummaging throughout the trash cans of our competitors) some valuable historical documents. It seems that during World War II, enemy cartoonists were fiendishly at work trying to match the sterling efforts of our own American cartoonists. How close the Allies came to losing the war can best be appreciated by examining these specimens of . . .

AXIS SALLIES

HONORABLE PRIVATE BEETLE SUKIYAKI



"SADA SAKA"

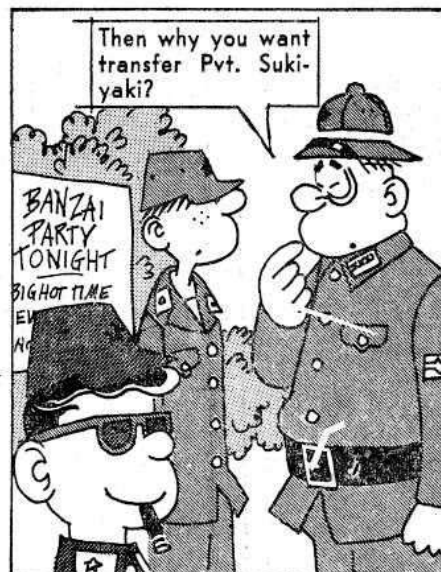
BULLETINA BOWD

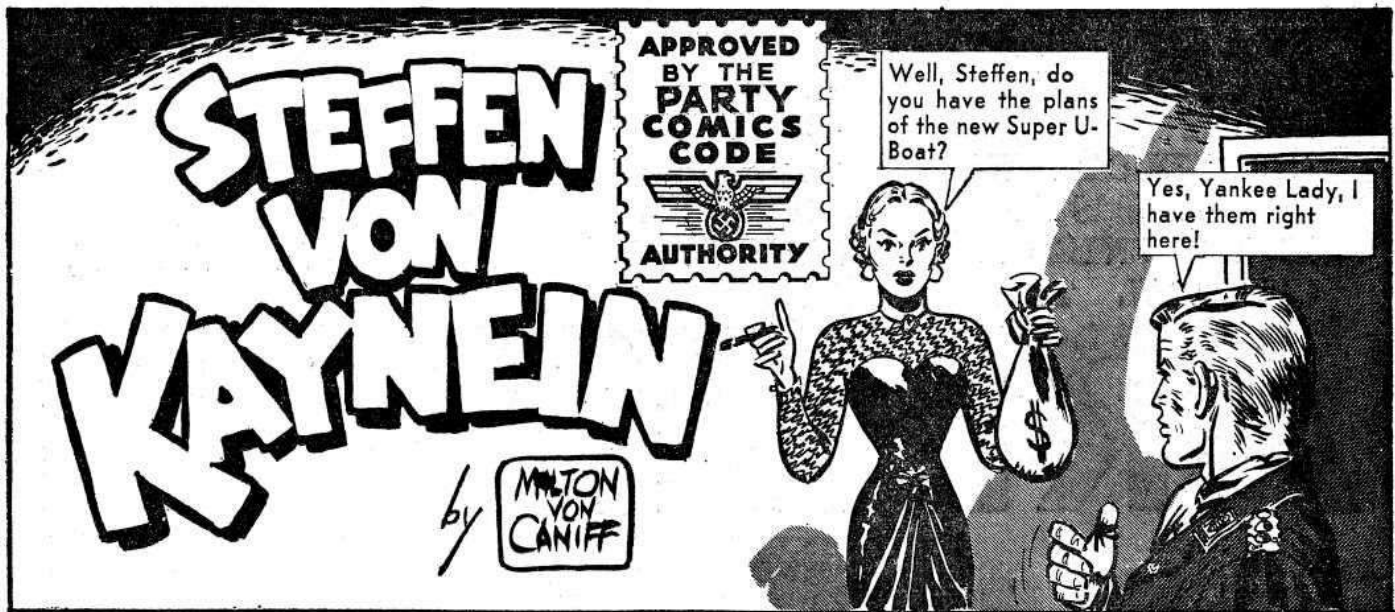


"VINO RATIONO"



GEORGIO PANETTIERE





IN A FOOLISH ATTEMPT TO RAISE THE DROOPING BROWS OF OUR READERS AND ADD A TOUCH OF "CULTURE" TO THESE MERRY PAGES, CRACKED HAS INVADED THE WORLD OF ART! OUR EDUCATIONAL STAFF HAS ACTUALLY BEEN POKING AROUND IN MUSEUMS AND GALLERIES! THE RESULT OF ALL THIS WORK IS PRESENTED HERE IN VERY HIGHBROW, HIGHLY LOW-BROW, CULTURAL TYPE, CRACKED

ART LESSON

IN PREVIOUS CENTURIES, PAINTERS PAINTED PAINTINGS THAT LOOKED LIKE PAINTINGS. EMPHASIS WAS ON REALISM. NOTE, IN THIS EARLY MASTERPIECE, THAT PEOPLE LOOK LIKE PEOPLE, TREES LOOK LIKE TREES, AND HORSES LOOK LIKE HORSES.



ADVENT OF TWENTIETH CENTURY BROUGHT BIRTH OF CUBIST PAINTING. NOTE, IN THIS CUBIST WORK, THAT PEOPLE DON'T LOOK LIKE PEOPLE, TREES DON'T LOOK LIKE TREES, AND HORSES DON'T LOOK LIKE HORSES.



SURREALISM WENT ONE STEP FURTHER. NOTE, IN THIS SURREALIST WORK, THAT PEOPLE LOOK LIKE TREES, TREES LOOK LIKE PEOPLE, AND HORSES LOOK LIKE MR. AND MRS. ARNOLD J. FLANSTAMM OF TEANECK, NEW JERSEY.



TO SAVE CANVAS, OLD MASTERS OFTEN PAINTED OVER EARLY PICTURES. HERE, ARTISAN USES PAINT REMOVER ON FOUR-MASTED SCHOONER, AND UNCOVERS A LANDSCAPE.



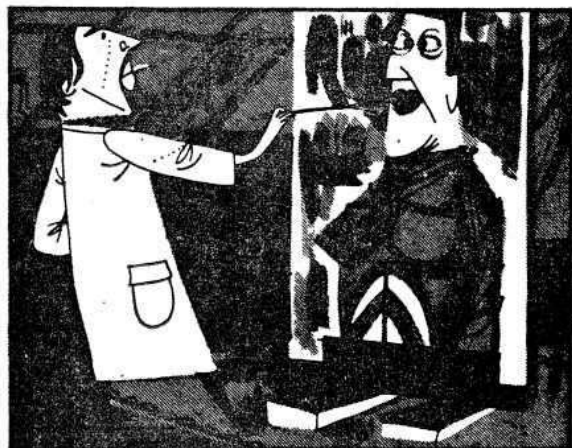
ARTISAN APPLIES PAINT REMOVER TO LANDSCAPE AND UNCOVERS SCENE OF VILLAGE SQUARE.



REMOVAL OF VILLAGE SQUARE SCENE UNCOVERS PORTRAIT OF ELDERLY PATRON.



REMOVAL OF PORTRAIT OF ELDERLY PATRON UNCOVERS — er-uh — well, anyway . . .



MODERN PAINTERS SHUN REALISTIC, OR "PHOTOGRAPHIC" APPROACH. HERE, ABSTRACT ARTIST DELMAR KVETCH PAINTS PICTURE OF BEAUTIFUL MODEL. PREFERING TO "INTERPRET" REALITY IN HIS OWN WAY.



ACTUAL PHOTO OF BEAUTIFUL MODEL USED BY DELMAR KVETCH—DRAMATIZING DIFFERENCE BETWEEN REALITY AND ARTIST'S INTERPRETATION.



ART CRITICS HAVE TRIED FOR YEARS TO DISCOVER REASON BEHIND STRANGE, INSCRUTABLE SMILE ON FACE OF DAVINCI'S FAMOUS PAINTING OF THE MONA LISA.



X-RAY PHOTO OF THE PAINTING, MADE IN CRACKED OFFICES, SHOWS HITHERTO HIDDEN SECTION WHICH ACCOUNTS FOR MONA LISA'S PUZZLING GRIN.



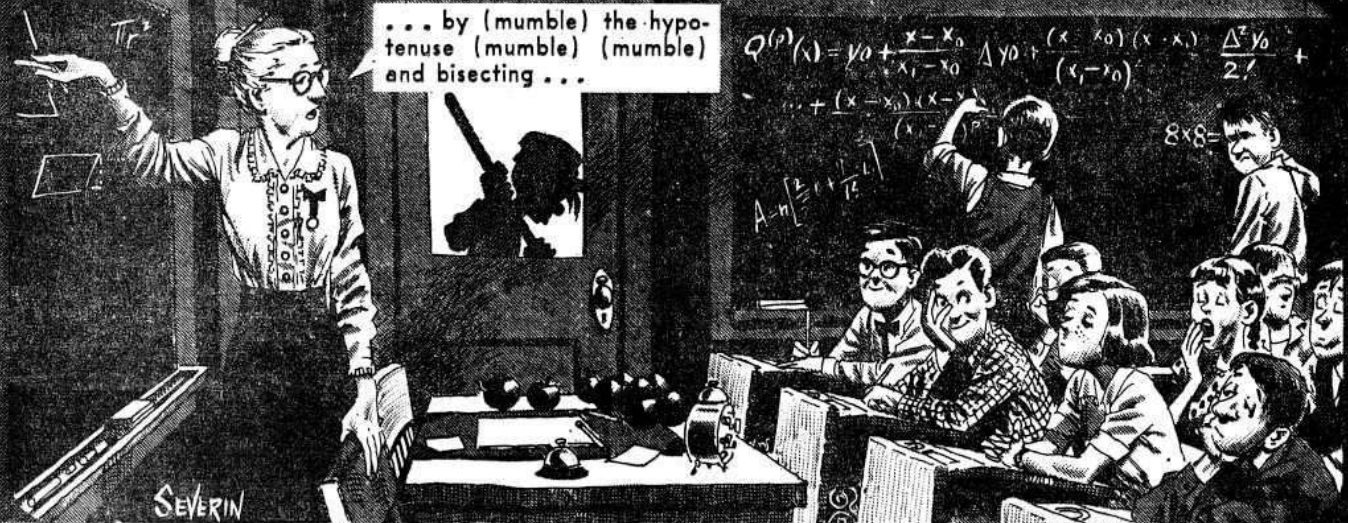
EARLY CAVE PAINTINGS HAVE BEEN THE SOURCE FOR MANY TRENDS IN MODERN ART. THIS REPRODUCTION SHOWS SECTION OF ACTUAL CAVE WALL, AS DECORATED BY PREHISTORIC CRO-MAGNON CAVE MAN, THOUSANDS OF YEARS BEFORE ADVENT OF CIVILIZATION.



T.V. SCHOOL

IT'S ALREADY HERE! TV HAS INVADDED THE CLASSROOM, AND WITH THE INVASION CRACKED FORSEES SWEEPING CHANGES TAKING PLACE IN ALL PHASES OF EDUCATION. EVEN THE ROLE OF THE SCHOOL JANITOR WILL UNDERGO SWEEPING CHANGES... HE'LL NOW HAVE TO SWEEP UNDERNEATH THE TV SET.

THE OLD CLASSROOM



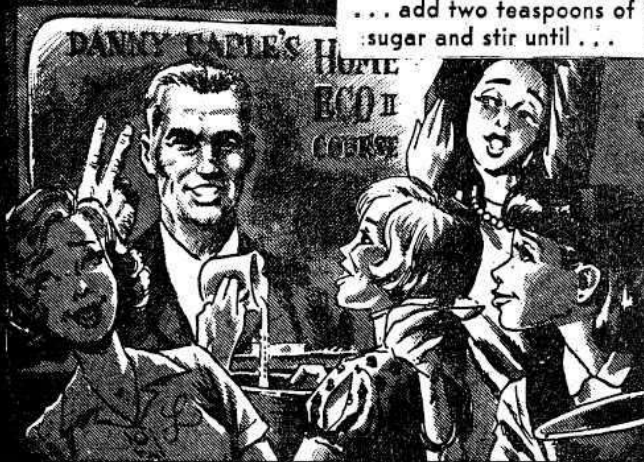
THE NEW DYNAMIC TV CLASSROOM



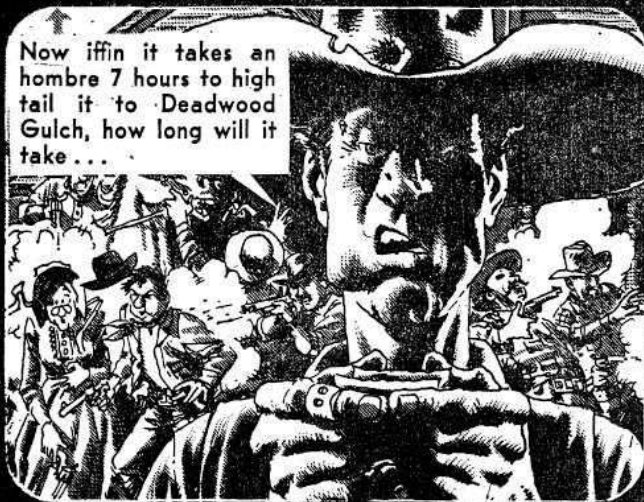
THE TV SCHOOL WILL COMPLETELY CHANGE THE ART OF TEACHING, THE ROLE OF TEACHERS, AND THE COURSES TAUGHT... STUDENTS, HOWEVER, WILL STILL BE EXPECTED TO LEARN.

SELECTION OF TEACHERS

To prevent the student's mind from wandering, teachers will be chosen on the basis of physical appearance.



Even the popularity of western heroes will be exploited to insure rapt attention.



To stimulate learning, teachers will be able to call on all sorts of exotic props.



Disciplinary schools may require still another type of teacher to insure attention.



PROBLEMS

Students will be under great temptation.



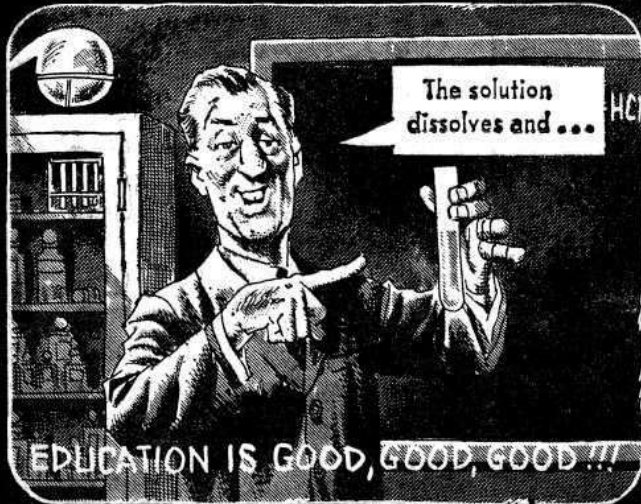
90% of the students at East High flunked the course! They must be idiots!

Either that, or the school must be in a bad reception area!

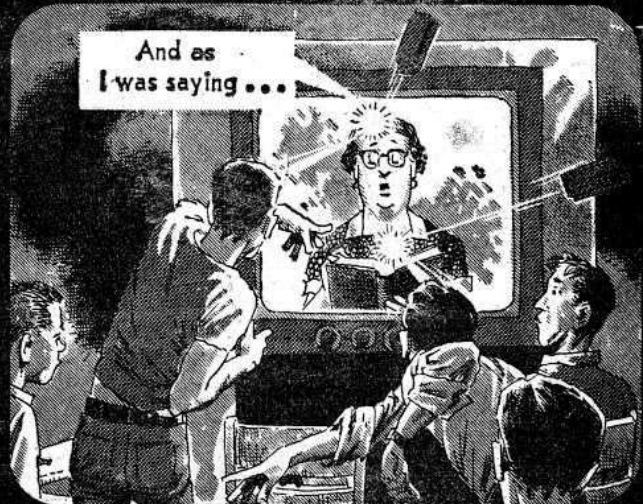


TEACHER'S AIDS AND WEAPONS

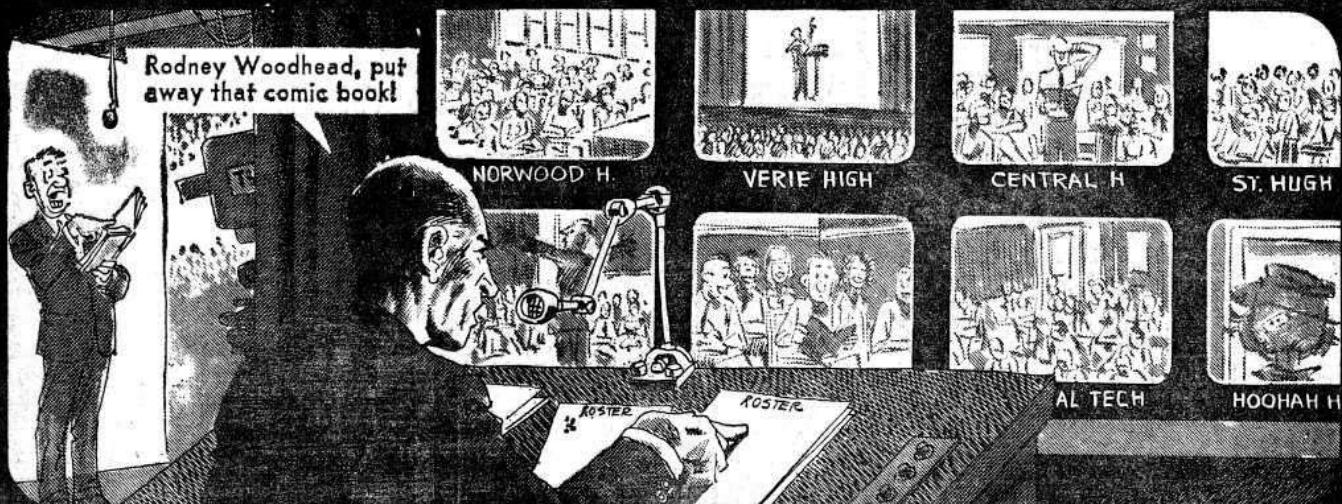
The TV teacher's job won't be simple. As a result he may even resort to psychological warfare—subliminal messages.



To protect the video teacher, the classroom TV set may require ... AN INVISIBLE SHIELD



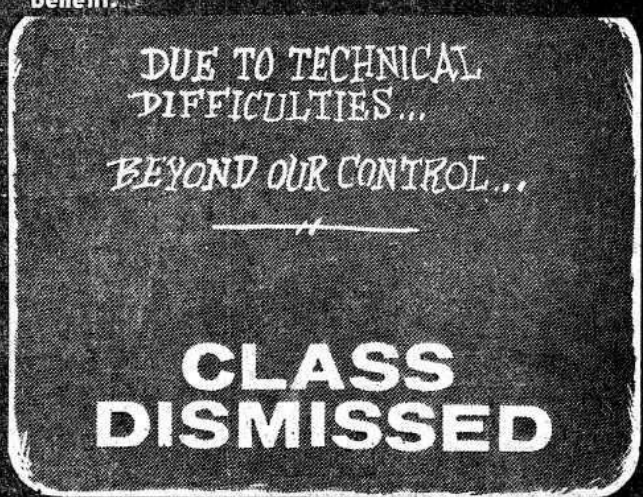
But the most potent weapon in the faculty arsenal will be --THE VIDEO MONITOR



ADVANTAGES TO THE STUDENT

Carrying the girl friend's books will be simplified.

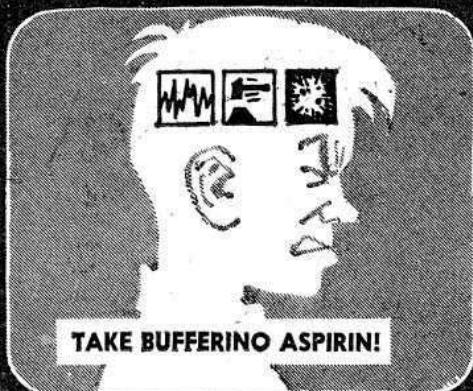
and, of course, there will always be the unexpected benefit.



COMMERCIAL POSSIBILITIES

TV CLASSROOMS WILL ENABLE SCHOOL BOARDS TO ACQUIRE MUCH NEEDED REVENUE BY INVITING COMMERCIAL SPONSORSHIP. THIS WILL GIVE STUDENTS AN OPPORTUNITY TO STUDY THE 3 R's WHILE LOOKING AT THE 3 M's—MISERABLE MADISON AVE. MADNESS.

If algebra does this to you . . .



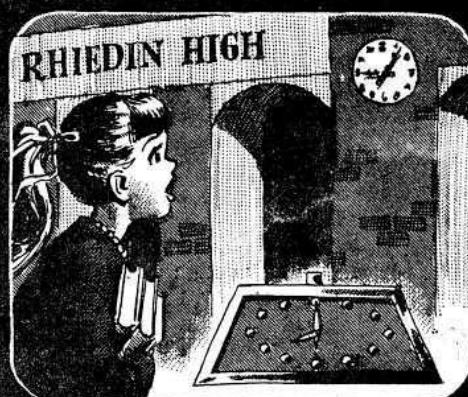
In ten minutes time it'll be **DISMISSAL TIME** . . . so head for . . .



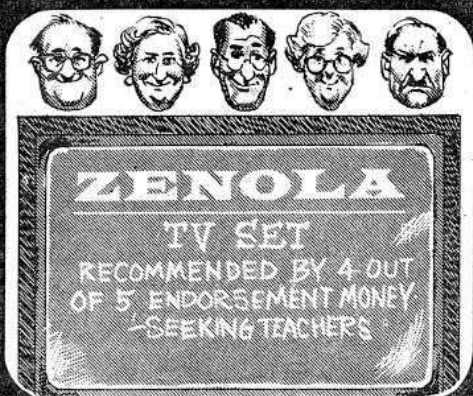
If you didn't make the team you can still impress the girls with **MONEY!** Get a part-time job at your local P & A supermarket! Can stackers can work their way up to the top!



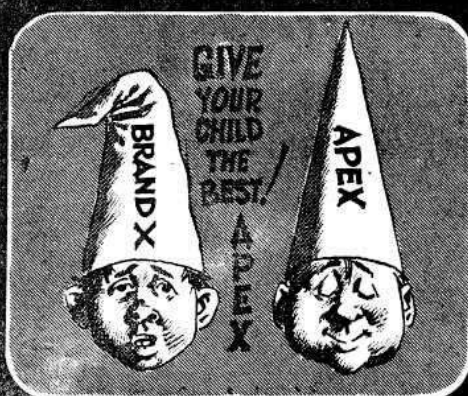
Never on time? . . . A Sterling alarm clock is the answer to your problems!



Faulty TV equipment can jeopardize your grades . . . make sure your school has a . . .



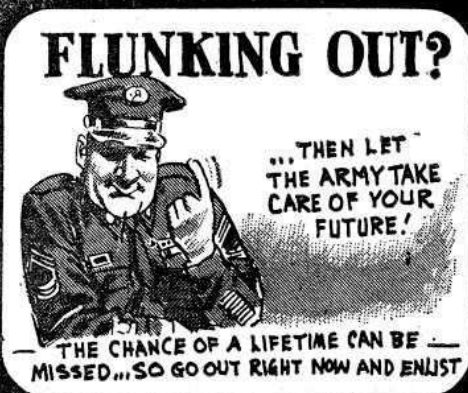
If it hasn't got it on top—it hasn't got it!



We don't recommend playing hooky, but if you're going to play hooky then you may as well see the best in entertainment . . .



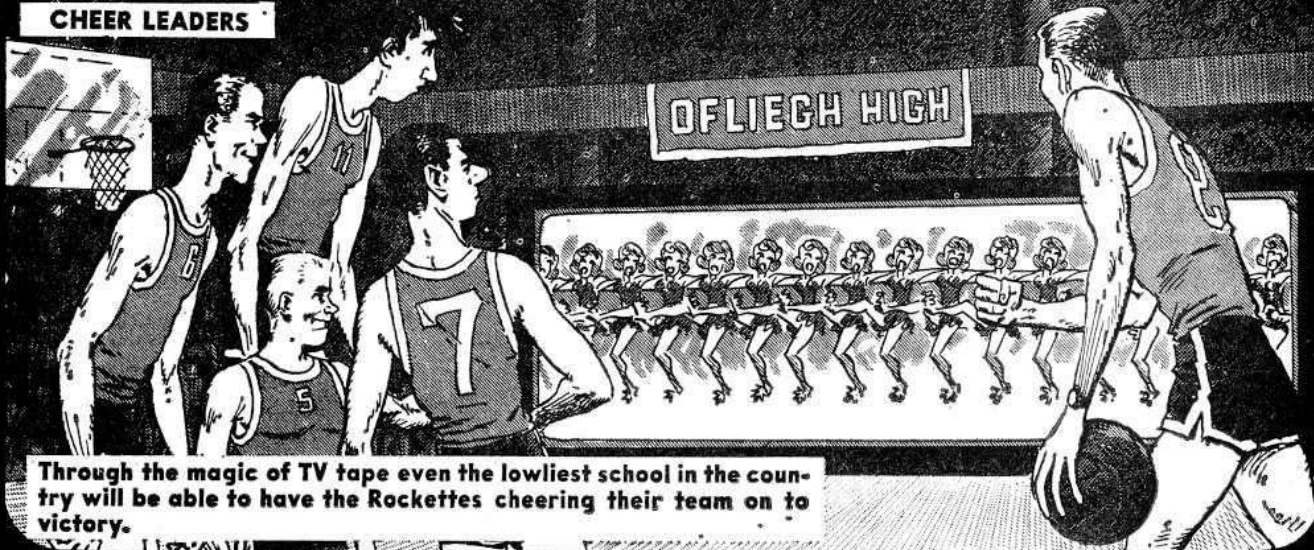
. . . AND OF COURSE, THERE'S ALWAYS THIS



WIDENING INFLUENCE

CRACKED LOOKS INTO IT'S CRACKED CRYSTAL BALL AND PREDICTS THAT ONCE THE TV INFLUENCE IN EDUCATION GETS UNDER WAY, THERE'LL BE NO STOPPING IT. TV WILL AFFECT AREAS OF SCHOOL LIFE THAT ARE EVEN ONLY REMOTELY CONNECTED WITH EDUCATION.

CHEER LEADERS

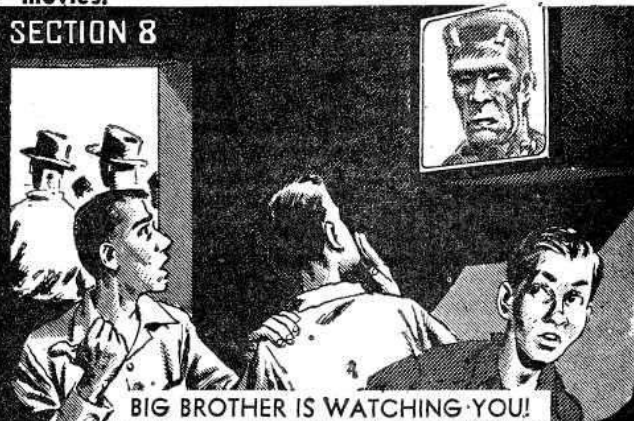


Through the magic of TV tape even the lowliest school in the country will be able to have the Rockettes cheering their team on to victory.

TRUANT OFFICERS

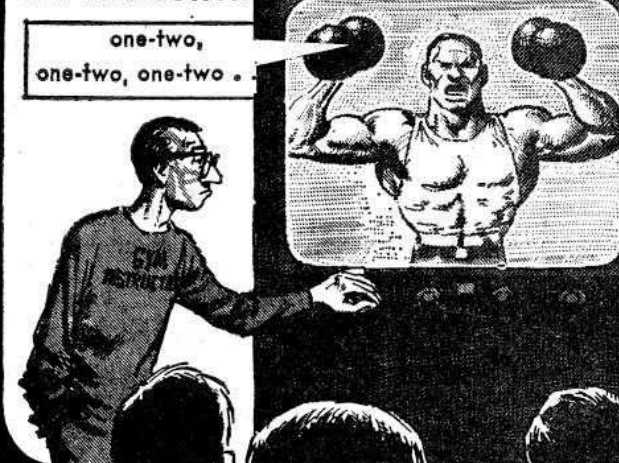
During school hours video truant officers will be displayed before all ball parks, playgrounds, and movies.

SECTION 8



GYM INSTRUCTION

one-two,
one-two, one-two .



THE CLASSROOM The one-room will again be in vogue.

SIXTH GR.

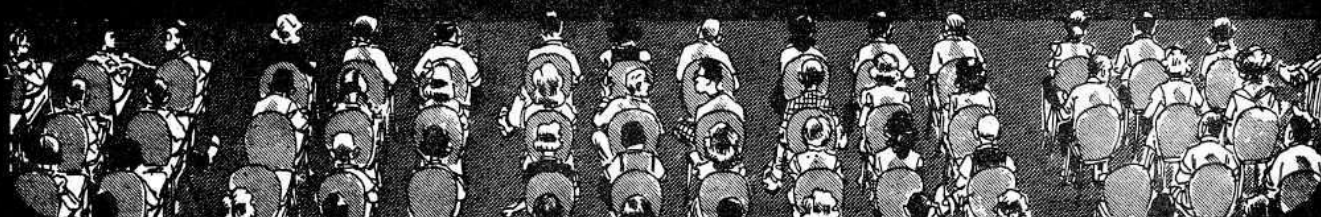
SEVENTH GR.

EIGHTH GR.

1ST YR.

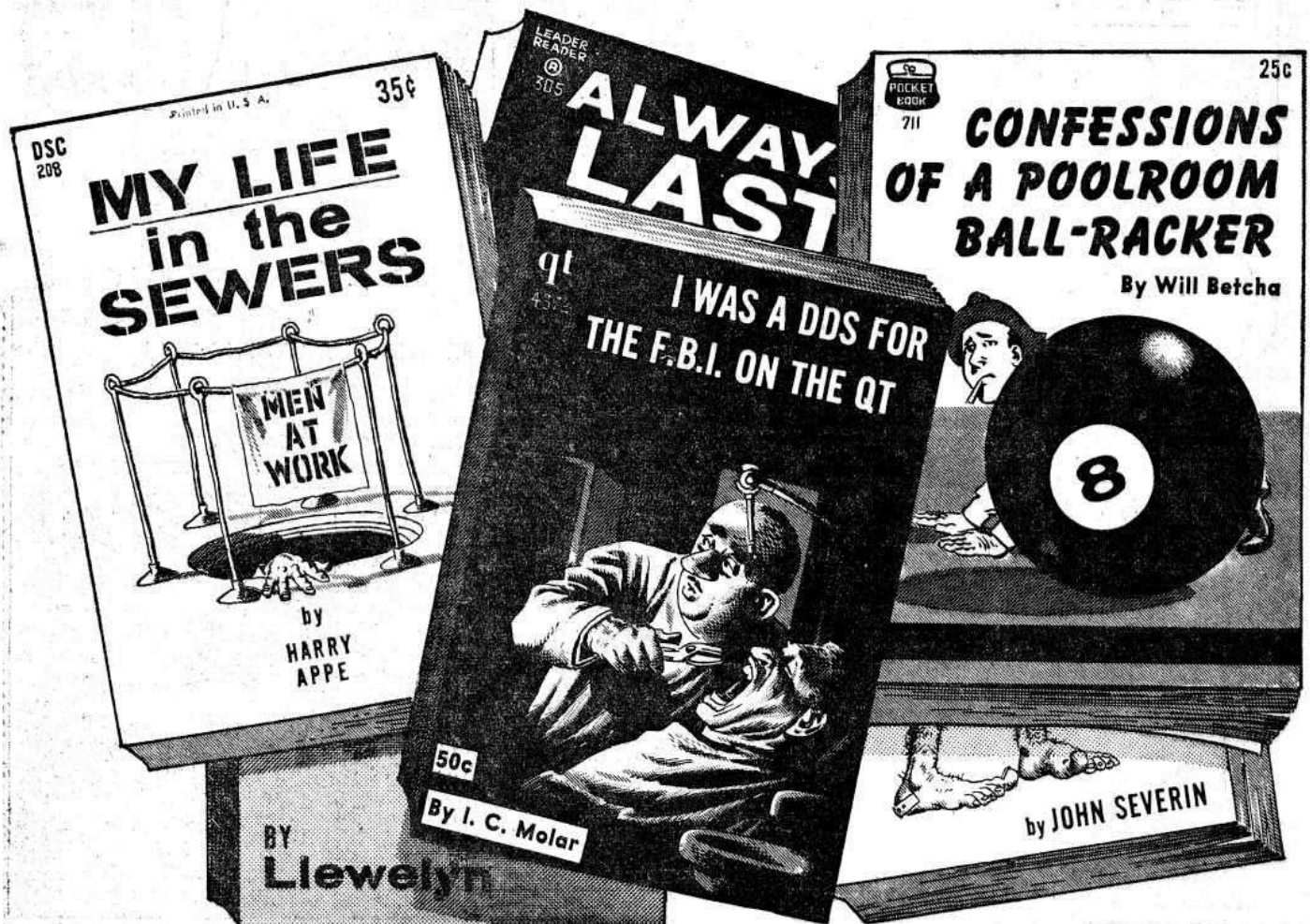
2ND YR.

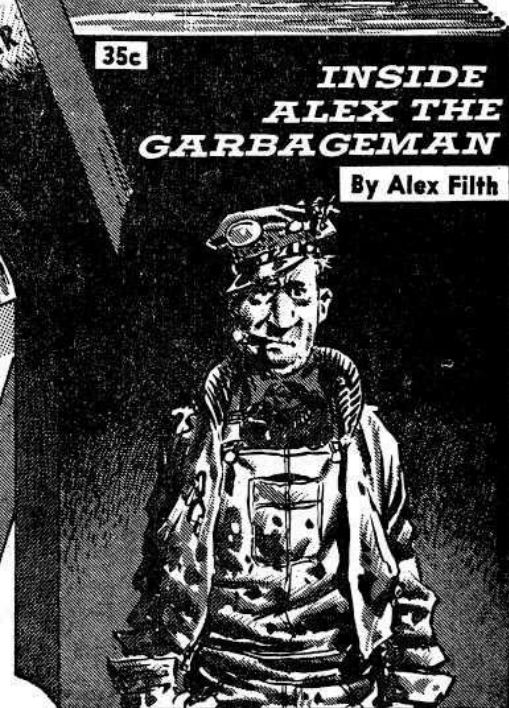
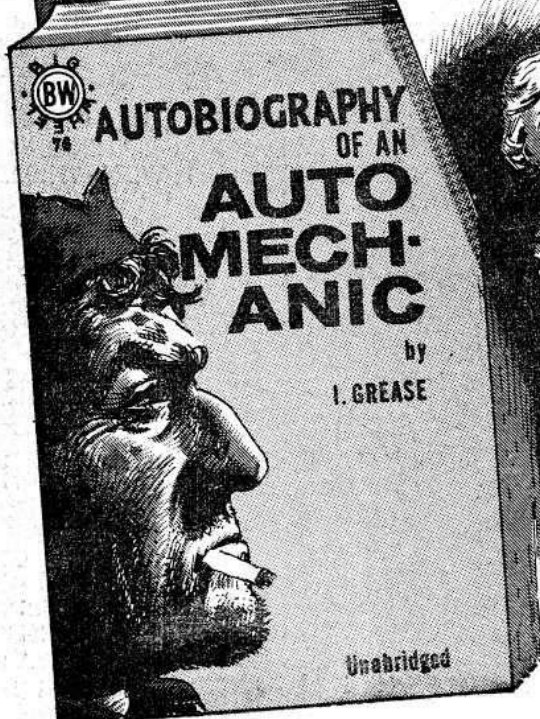
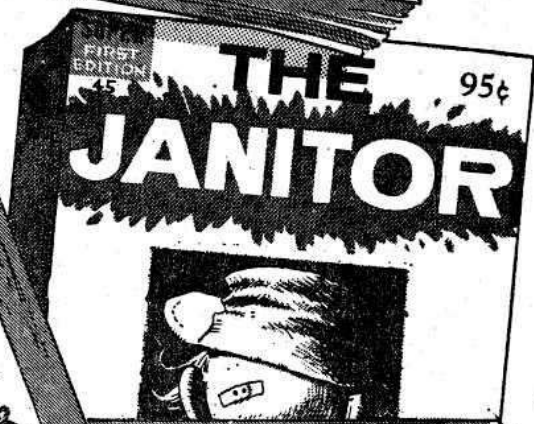
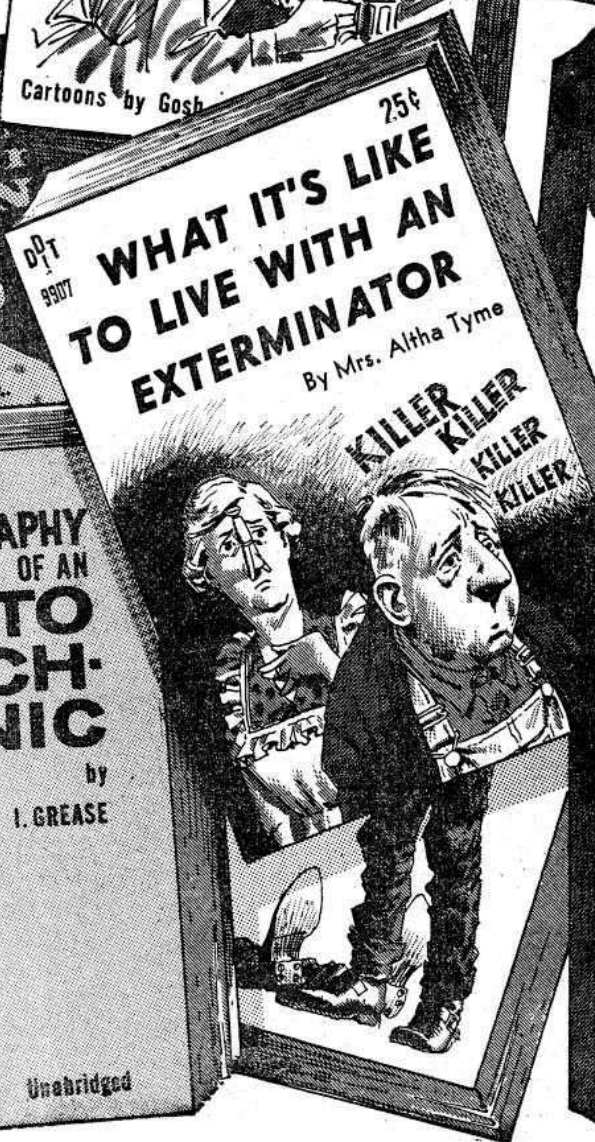
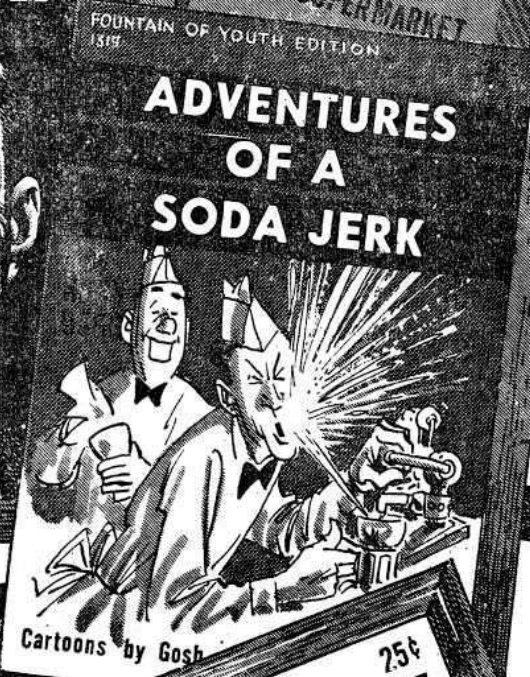
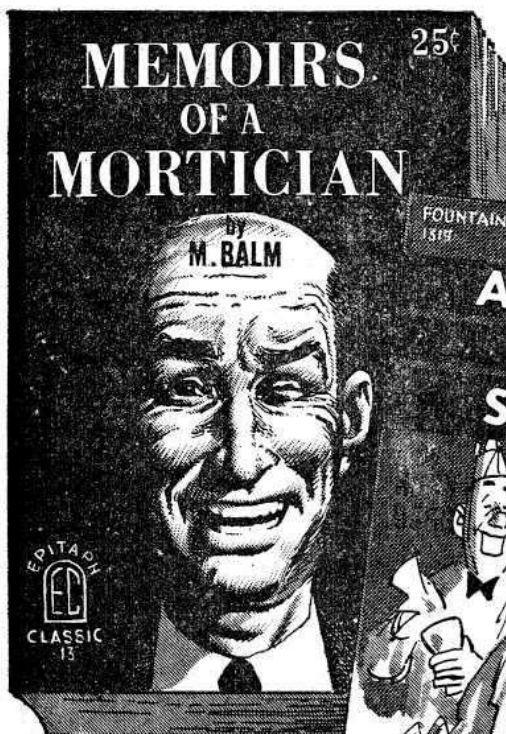
3RD



Today everybody is writing their autobiography—everybody who is a celebrity, that is. We feel this is unjust because every person, no matter how obscure he or she is has a story to tell. What we should have are autobiographies written by the common man—THE MAN IN THE STREET. These would make interesting reading because if the strong identification by common people everywhere. To show you what we mean, here are several suggested...

AUTOBIOGRAPHIES By The Man In The Street





EVER NOTICE HOW A SIMPLE TWIST OF THE HAND OR A SLIGHT TILT OF THE HEAD CAN SOMETIMES CONVEY MEANING MUCH MORE ELOQUENTLY THAN MERE WORDS? THIS IS BECAUSE SIGN LANGUAGE IS UNIVERSAL. YOU DON'T HAVE TO KNOW WHAT THE OTHER FELLOW IS TALKING ABOUT IN ORDER TO FIGURE OUT WHAT HE'S SAYING. ALL YOU HAVE TO DO IS WATCH HIS HANDS. TO SHOW YOU WHAT WE MEAN, WE HAVE GROUPED TOGETHER SOME OF THE MORE POPULAR CONVERSATIONAL GESTURES INTO WHAT WE CALL...

A CRACKED GUIDE TO HAND LANGUAGE

SEVERIN



SURPRISE

PALMS OF OUTSTRETCHED HANDS THRUST OUT WITH ELBOWS TOUCHING HIP AND HEAD TILTED LEFTWARD



DISDAIN

BOTH HANDS ARE LIFTED UP WITH FINGERS ABOUT 1/2 INCH FROM EARS IN CUPPING POSITION AS SHOULDERS RAISE



ASSURANCE

RIGHT HAND JUTS OUT AT 45 DEGREE ANGLE FROM FLOOR WITH PALM FLUSH CENTER WHILE HEAD LOWERS



TORMENT

CUPPED PALMS OF HANDS GRIP SIDES OF TEMPLES WITH THUMBS PULLING UP EARS AS HEAD SHAKES



BEWILDERMENT

PALM OF OUTSTRETCHED HAND IS PARALLEL TO FLOOR AT STOMACH LEVEL AS HEAD TILTS AND BROWS RAISE



ANNOYANCE

PALM OF HAND IS LIFTED UP TO HEAD WITH FINGERS OUTSTRETCHED AND BENT SLIGHTLY BACKWARDS



MATURITY

HANDS ARE FIRMLY CLASPED WITH THUMBS ROTATING IN SLOW DELIBERATE MOTION WHILE LOWER LIP PROTRUDES



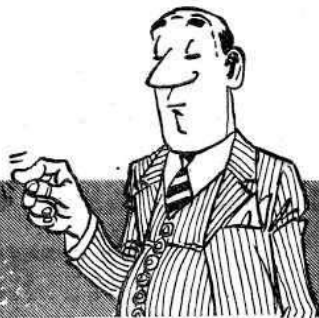
DELIBERATION

THUMB AND FINGERS GRASP SIDES OF CHEEKS AND PULL DOWNWARD TO END AT LOWER LIP



CONTENTMENT

KNUCKLES OF CLENCHED FIST TAP LIGHTLY ON NEAREST WOODEN OBJECT ABOUT 3 OR 4 TIMES



CURIOSITY

INSIDE TIP OF THUMB IS RUBBED AGAINST INSIDE TIP OF INDEX FINGER IN SMALL CHOPPING STROKES



COYNESS

INDEX FINGER IS UPRIGHT AND SHAKEN BACK AND FORTH SLOWLY IN A SLY BECKONING MANNER



HAPPINESS

HANDS ARE CLENCHED TOGETHER AS BODY MOVES FROM SIDE TO SIDE IN AN EXHILARATING MANNER



DISGUST

THUMB IS POINTED DOWN AND MOVED JERKILY AS REST OF FINGERS MAKE TIGHTLY LOCKED FIST



ASTONISHMENT

INDEX FINGER POINTS TO AND TOUCHES BODY SLIGHTLY TO LEFT OF HEART AS CHIN JUTS OUT AND HEAD GOES BACK



SINCERITY

FLAT PALM OF HAND IS EXTENDED ACROSS HEART AS HEAD MOVES IN SLOW EVEN MANNER FROM SIDE TO SIDE



ANGER

CLOSED FIST IS SWUNG REPEATEDLY AT ABOUT 2 INCHES FROM EAR WHILE HEAD REMAINS MOTIONLESS



MOCKERY

INDEX FINGER IS POINTED TOWARD SIDE OF HEAD JUST ABOVE EAR AND ROTATED CLOCKWISE IN SMALL CIRCLES



THOROUGHNESS

TIPS OF INDEX FINGER AND THUMB MEET TO FORM SMALL CIRCLE AND THEN JUT OUT SHARPLY



ADMONITION

INDEX FINGER STANDS ERECT AND SHAKES FIRMLY AS REST OF FINGERS ARE LOCKED IN AN EMBRACE



FRUGALITY

INSIDE TIP OF THUMB IS RUBBED AGAINST INSIDE TIP OF INDEX FINGER IN SHORT RAPID STROKES



SECRECY

INDEX FINGER IS PLACED VERTICALLY OVER LIPS ALLOWING A SMALL SHOOSHING SOUND TO ESCAPE



APPRECIATION

LOOSE HAND DANGLES UP AND DOWN FROM LIMP WRIST AS FACE TAKES ON APPRECIATIVE LOOK



FINALITY

PALMS OF HAND BRUSH EACH OTHER IN BROAD SWEEPING GESTURE AND ENDS ABOUT TWO FEET APART



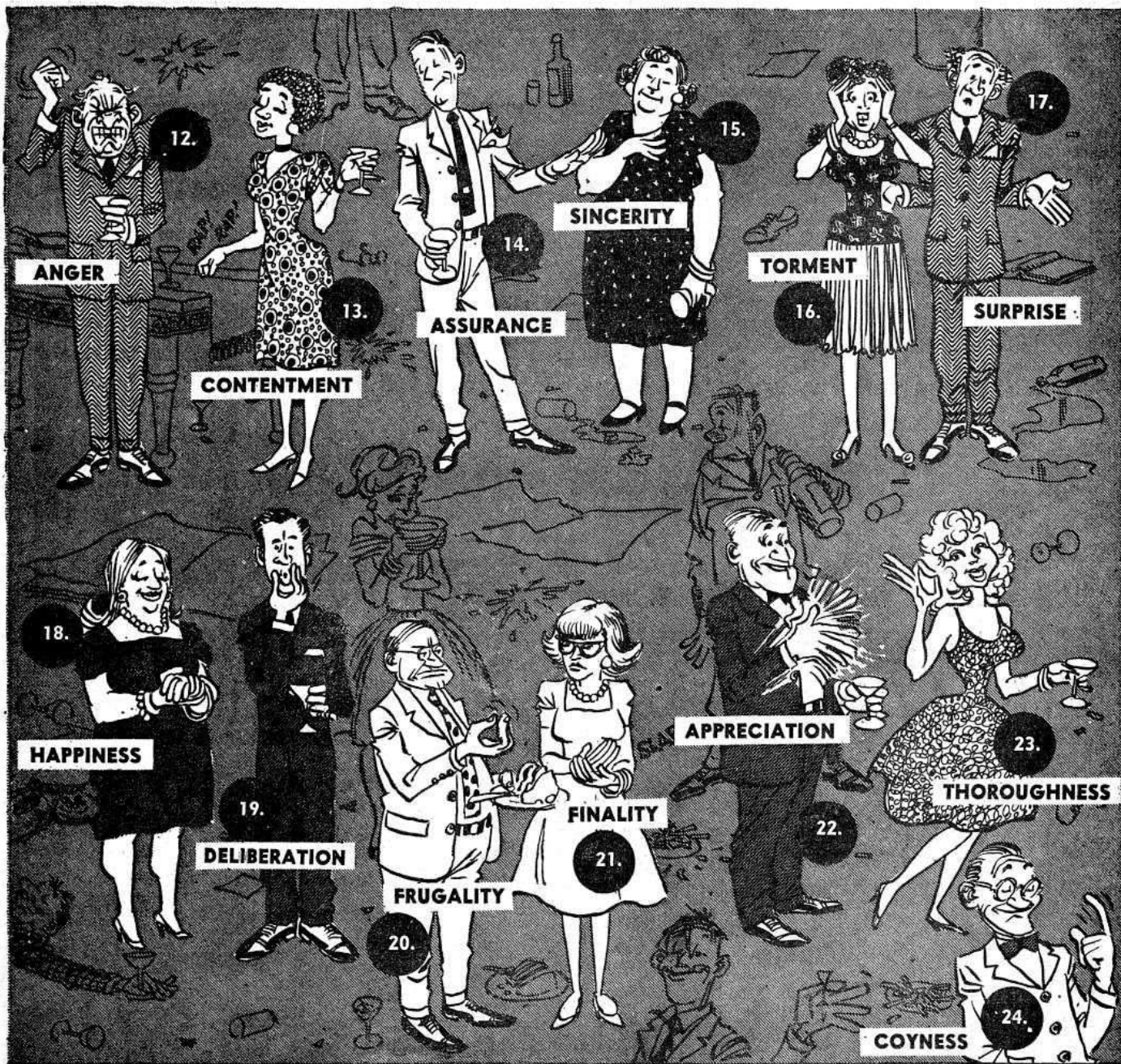
PRIDE

INSIDE TIP OF THUMB IS PRESSED AGAINST INSIDE TIPS OF OTHER FINGERS AND SHAKEN BACK AND FORTH

NOW TURN THE PAGE AND SEE HOW WHOLE CONVERSATIONS CAN BE CARRIED OUT WITHOUT UTTERING A SOUND ...

THIS IS A TYPICAL COCKTAIL PARTY. EACH COUPLE IS CARRYING ON A CONVERSATION. SEE IF YOU CAN GUESS WHAT THEY ARE SAYING JUST BY LOOKING AT THEIR HANDS. THEN CHECK YOUR ANSWERS AT THE BOTTOM OF NEXT PAGE AND FIND OUT HOW OBSERVANT YOU ARE.





ANSWERS TO WHAT THEY ARE SAYING.

1. "Right here is where I get those pains, Gladys."
2. "Maybe it's the after effects of that brain operation?"
3. "This darn nail polish just won't dry!"
4. "They say if you lift up your hands it will."
5. "And then you add about this much salt . . ."
6. "But the fellow downstairs uses paprika."
7. "Anybody got a cigarette?"
8. "Sorry, but I roll my own!"
9. "Think my nose would look better tilted upwards?"
10. "There's a loose thread on your dress . . ."
11. "Must have fallen from above . . ."
12. "Gosh! These walnuts are hard to crack!"
13. "Try banging them here on the table!"
14. "I'm a cop, I direct traffic all day."
15. "Me, I sell Playtex Living Bras."
16. "I tell you I felt a drop of water on my head!"
17. "So did I—guess the ceiling must be leaking!"
18. "This new lotion makes my hands so much softer."
19. "Maybe I should try some on my lips?"
20. "My, but this gooey cake just sticks to your fingers!"
21. "And on me they got all over my hands!"
22. "Gee, but it's hot in here . . ."
23. "What we need is just a little bit air . . ."
24. "I'd like to show you this ring . . ."

CRACKED MAGAZINE IS AWARE THAT MANY PEOPLE THINK OF FARAWAY PLACES AS LANDS OF BEAUTIFUL WOMEN AND EXOTIC ROMANCE. THIS IS NOT THE CASE ACCORDING TO OUR FOREIGN CORRESPONDENTS. THIS

LANDS OF ROMANCE

PARIS



ROME



IS WHY WE HAVE COMMISSIONED ARTIST JOHN SEVERIN TO SHOW YOU HOW YOU THINK IT IS AND THEN A FIRST HAND ACCOUNT OF HOW IT REALLY IS . . .

A AND BEAUTIFUL WOMEN

ISTANBUL



NEW YORK



NOW SEE A FIRST HAND REPORT

PARIS

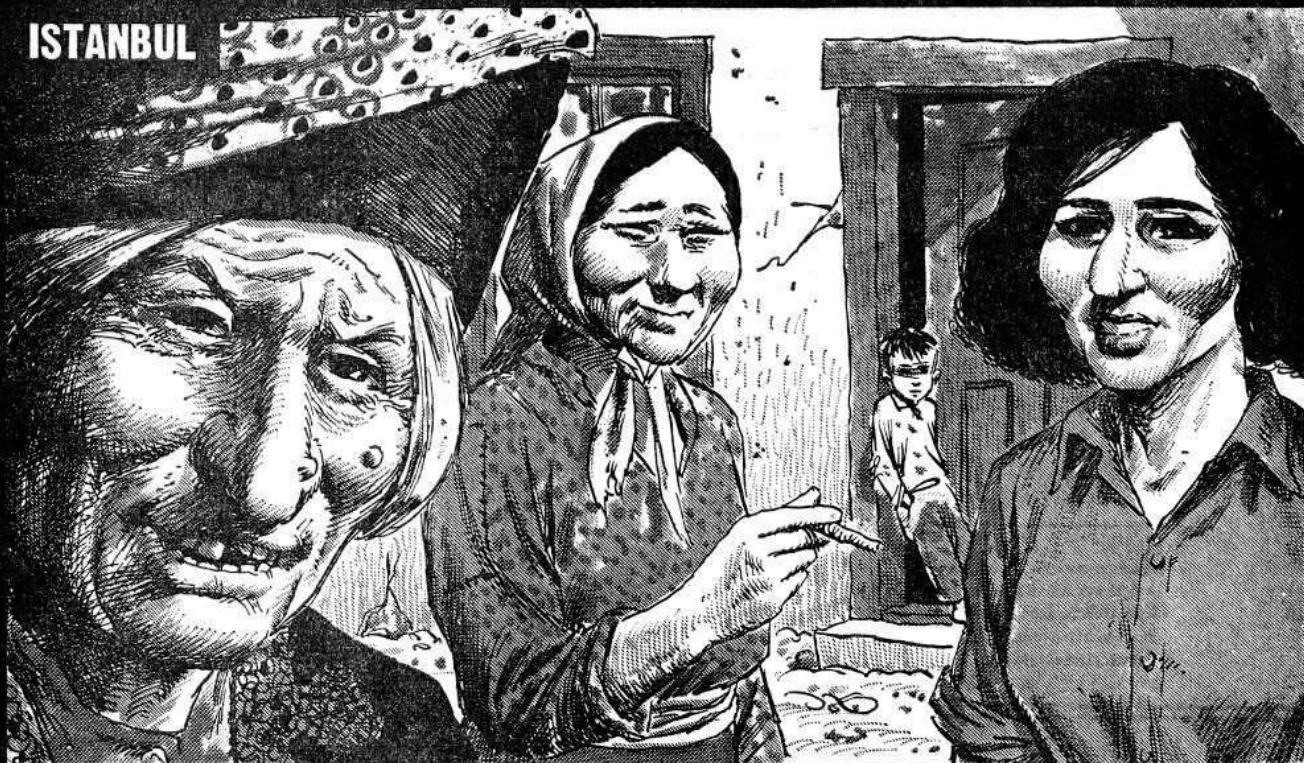


ROME



ON HOW IT REALLY IS . . .

ISTANBUL



NEW YORK



HORROR HOUSE

REAL AD

SCARE YOUR FRIENDS, SCARE YOUR ENEMIES, SCARE YOU

SEND FOR YOUR FAVORITE HORROR ITEMS



HORRIBLE HANDS

\$3.00

A right and left. It's made of rubber and looks realistic. Become sociable and shake hands with everyone. Results are startling. Just make sure you can run.
only \$3.00 per pair.



DO YOUR FRIENDS
CALL YOU UGLY?

WEREWOLF
Gruesome
to behold.

\$3.00



\$2.00

SHRUNKEN HEAD

Looks absolutely real. Tell your friends you picked it up on your last safari. Give it a nickname and take it with you wherever you go. Lots of fun with this one.
only \$2.00 ea.



BLACK WIDOW SPIDER

\$1.00

A real horror. But what fun! Some people will say, "What a sense of humor." Some people will say, "I'm gonna punch him right in the nose." But it's well worth it.
only \$1.00 ea.



FRANKENSTEIN'S
MONSTER Horrible to behold.

PLUS THESE OTHER HORROR HOUSE MASKS:

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Life-size plastic dagger with flashy blade plunged into gory, dripping blood stain. Clips on like badge to anyone—looks like they've just gotten a stab in the back. Folds up to fit in pocket when not in use. Only \$3.00

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| <input type="checkbox"/> HORRIBLE HANDS | <input type="checkbox"/> DEVIL | <input type="checkbox"/> MONSTER-FROM-MERCURY |
| <input type="checkbox"/> SHRUNKEN HEAD | <input type="checkbox"/> FRANKENSTEIN'S MONSTER | <input type="checkbox"/> VAMPIRE |
| <input type="checkbox"/> JACK THE KNIFE | <input type="checkbox"/> ZOMBIE | <input type="checkbox"/> HORRIBLE-MONSTER |
| | <input type="checkbox"/> WITCH | <input type="checkbox"/> SKULL |
| | <input type="checkbox"/> GORILLA | |

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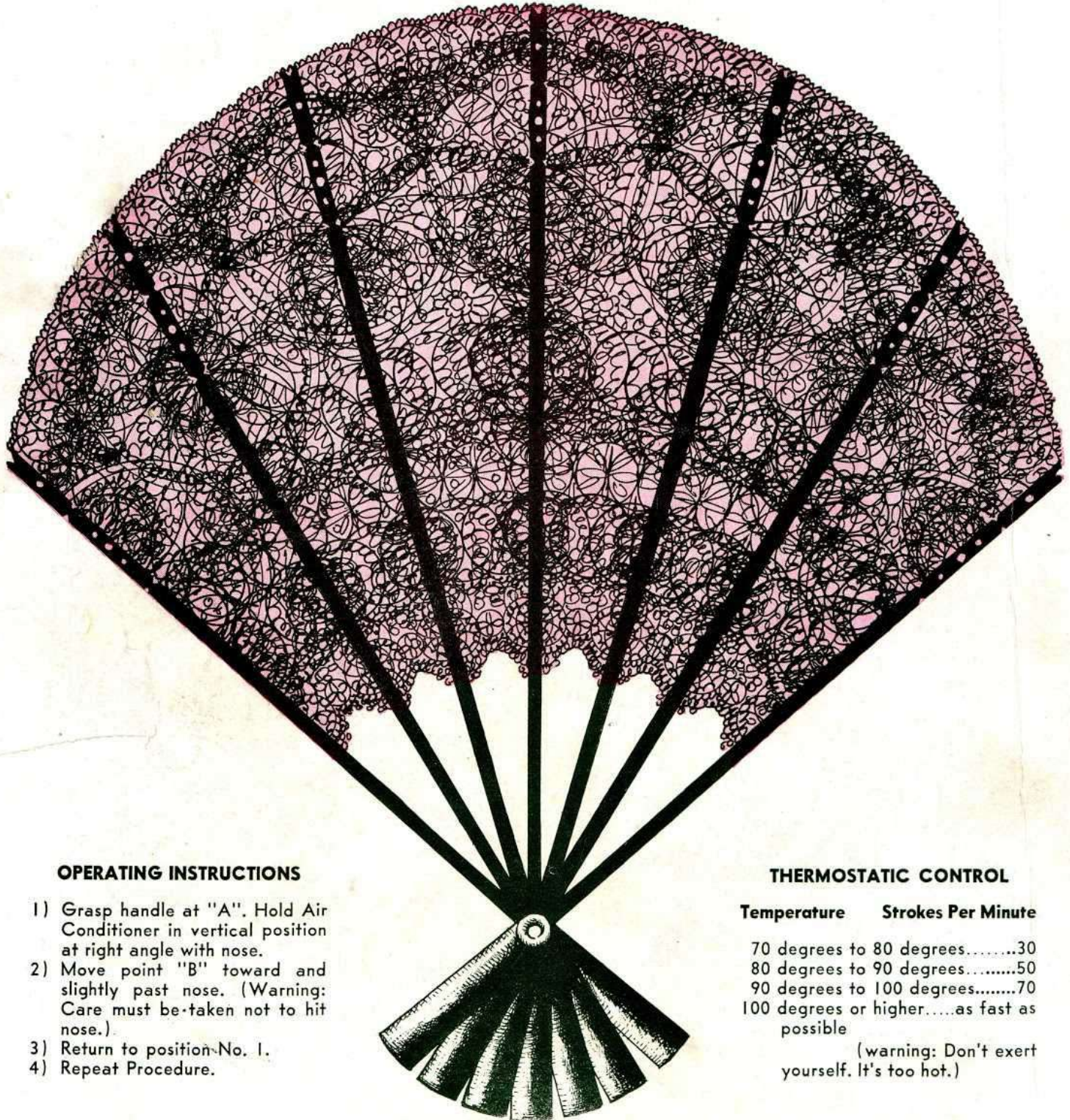
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RISTACTION AIR CONDITIONER



OPERATING INSTRUCTIONS

- 1) Grasp handle at "A". Hold Air Conditioner in vertical position at right angle with nose.
- 2) Move point "B" toward and slightly past nose. (Warning: Care must be taken not to hit nose.)
- 3) Return to position-No. 1.
- 4) Repeat Procedure.

THERMOSTATIC CONTROL

Temperature	Strokes Per Minute
70 degrees to 80 degrees.....	30
80 degrees to 90 degrees.....	50
90 degrees to 100 degrees.....	70
100 degrees or higher.....	as fast as possible
(warning: Don't exert yourself. It's too hot.)	